

Advanced New Media PYQ 2023

Q1. Write short notes on any two:

(i) Gaming

Ans. Gaming is a popular form of entertainment and a rapidly growing industry, with millions of people around the world enjoying video games on a daily basis. Whether it's console, PC, or mobile gaming, there are many different types of games to choose from, including action, adventure, puzzle, sports, and more.

While gaming can be a fun and engaging activity, it's important to maintain a healthy balance and avoid excessive gaming. Spending too much time gaming can lead to a variety of negative consequences, including social isolation, decreased physical activity, and even addiction.

To ensure that gaming remains a positive and enjoyable experience, it's important to set limits on the amount of time spent playing, take breaks regularly, and engage in other activities that promote physical and mental wellness. It's also important to be mindful of the content of the games being played and to avoid games that promote violence, sexism, or other harmful behaviors.

Overall, gaming can be a fun and rewarding activity when done in moderation and with a focus on balance and wellness.

(ii) Fandom

Ans. Fandom typically refers to a subculture of fans who share a common interest or appreciation for a particular form of media, such as a book, movie, TV show, video game, or musical artist. These fans often engage in activities like creating fan art, writing fan fiction, participating in online forums and discussions, attending conventions and events, and buying merchandise related to the media they are fans of.

Fandom can be a very positive and enriching experience for individuals, as it allows them to connect with others who share their interests and passions. However, fandom can also have negative aspects, such as the potential for toxic behavior or harassment of creators or other fans.

Overall, fandom is a diverse and complex phenomenon that can have both positive and negative effects on individuals and communities.

(iii) Podcasts

Ans. Podcasts are digital audio recordings that are typically available for download or streaming over the internet. They are often produced in a series or episodic format, and cover a wide range of topics such as news, politics, entertainment, education, and personal development.

Podcasts have become increasingly popular in recent years due to their accessibility and the ease with which they can be consumed. They can be listened to on a variety of devices, including smartphones, tablets, and computers, and can be downloaded for offline listening.

Podcasts are often hosted by individuals or teams who have a passion for a particular subject, and who create content that is informative, entertaining, or thought-provoking. Many podcasts are free to listen to, but some may require a subscription or payment to access exclusive content or ad-free versions.

Some popular podcast platforms include Apple Podcasts, Spotify, and Google Podcasts, and there are thousands of podcasts available on these platforms covering a wide variety of topics.

(iv) Automation

Ans. Automation refers to the use of technology to perform tasks or processes that were previously done manually by humans. This can include a wide range of activities, from simple repetitive tasks to more complex processes involving decision-making and problem-solving.

One of the main benefits of automation is increased efficiency and productivity. By automating certain tasks, businesses and individuals can save time and reduce errors, as well as free up human resources to focus on more high-level activities.

Automation can also help to reduce costs, particularly in industries such as manufacturing and logistics. Automated systems can operate 24/7, reducing the need for human labor and potentially increasing output.

However, automation also raises concerns around job displacement and the impact on the workforce. As more tasks become automated, there is a risk that certain jobs may become obsolete, leading to job losses and potentially widening inequalities.

Overall, automation is a complex and multifaceted phenomenon that has both benefits and challenges. As technology continues to advance, it will be important to carefully consider the implications of automation on the economy, the workforce, and society as a whole.

Q2. Do you think the Internet is likely to aggravate social and gender inequalities? Comment.

Ans. The internet has the potential to both exacerbate and alleviate social and gender inequalities, depending on how it is used and structured.

On the one hand, the internet can contribute to the amplification of existing social and gender inequalities. For example, research has shown that women and marginalized groups may face online harassment and abuse, which can deter them from participating in online spaces and limit their access to information and resources. In addition, individuals from lower socio-economic backgrounds may have limited access to high-quality internet connections or devices, which can limit their ability to fully participate in online communities.

On the other hand, the internet can also provide opportunities for individuals and groups to challenge and subvert existing power structures and inequalities. For example, online activism and social movements have emerged as a powerful force for social change, and online platforms can provide marginalized voices with a platform to be heard and represented.

Ultimately, the impact of the internet on social and gender inequalities will depend on a range of factors, including the design of online platforms, the regulation of online behavior, and the broader socio-political and economic context. As such, it is important to carefully monitor and study the impact of the internet on inequalities, and to develop strategies to ensure that it is used in ways that promote social justice and equality.

Q3. Map the issues of privacy and surveillance with respect to data mining on the Internet.

Ans. Privacy and surveillance are major issues related to data mining on the internet. Data mining is the process of extracting information and patterns from large datasets, and it often involves the collection and analysis of personal data from internet users. This can raise significant concerns around privacy and surveillance, as well as issues related to data ownership and control.

One of the main concerns around data mining and privacy is the collection and use of personal data without the explicit consent of the individual. Internet users may not be aware that their data is being collected, or they may not understand how their data is being used or shared. This can result in a loss of privacy and a potential for surveillance by companies or government agencies.

Another issue related to data mining and surveillance is the potential for discrimination or bias in decision-making processes. Algorithms used for data mining may be biased or based on incomplete or inaccurate data, which can result in discriminatory outcomes for individuals or groups.

In addition, there are concerns around data breaches and cyber attacks, which can result in the loss of personal information and the potential for identity theft or fraud. The use of encryption and other security measures can help to mitigate these risks, but they are not foolproof and require ongoing attention and maintenance.

Overall, the issues of privacy and surveillance related to data mining on the internet are complex and multifaceted. It is important for individuals, organizations, and governments to carefully consider these issues and work towards creating policies and practices that protect the privacy and security of internet users while still enabling the benefits of data mining and analysis.

Q4. Discuss the impact of Artificial Intelligence on news gathering, distribution and consumption practices.

Ans. Artificial Intelligence (AI) has had a significant impact on news gathering, distribution, and consumption practices, both in terms of the opportunities it presents and the challenges it creates.

News Gathering:

AI has been used to automate news gathering processes, such as the collection and analysis of data and social media feeds. AI algorithms can quickly scan large volumes of data and identify patterns or trends that may be relevant to news stories. This can save time and resources for journalists and news organizations, allowing them to quickly identify and report on breaking news.

Distribution:

AI is also being used to personalize and target news distribution. News organizations can use AI algorithms to analyze user behavior and preferences, and then deliver personalized news content to individual users. This can improve user engagement and retention, but also raises concerns around the filter bubble effect, where users are only exposed to news content that aligns with their existing beliefs and opinions.

Consumption:

AI is also changing the way news is consumed. Personalized news feeds and automated news bots are becoming more common, allowing users to receive news updates and summaries without actively seeking out news content. However, there are concerns around the accuracy and bias of news generated by AI algorithms, as well as the potential for fake news to spread rapidly through social media and other online channels.

Overall, AI has the potential to improve the efficiency and effectiveness of news gathering, distribution, and consumption practices, but it also raises significant ethical and social challenges. It is important for journalists, news organizations, and policymakers to carefully consider the implications of AI for news and media, and to work towards developing ethical and transparent AI practices that support the values of journalistic integrity and democracy.

Q5. What is net neutrality? Discuss the emerging debates around net neutrality in India, and the possible repercussions of a world without it.

Ans. Net neutrality refers to the principle that all internet traffic should be treated equally, without discrimination or prioritization based on the type of content, website, or user. This means that internet service providers (ISPs) should not be able to block or slow down access to particular websites or services, or charge users different rates for accessing different types of content.

In India, there have been ongoing debates around net neutrality, particularly in relation to the introduction of new rules by the Telecom Regulatory Authority of India (TRAI) in 2018. These rules allowed ISPs to offer differential pricing plans, where they could charge different rates for different types of content. However, this was later overturned by the Telecom Disputes Settlement and Appellate Tribunal (TDSAT), which argued that the rules violated the principles of net neutrality.

The **emergence of new technologies** and services, such as 5G networks, the Internet of Things (IoT), and cloud computing, have also brought new debates around net neutrality. Some argue that the increased demand for high-speed internet services may lead to the prioritization of certain types of content, such as video streaming, at the expense of other types of content, such as email or messaging services.

A world without net neutrality could have significant repercussions for the internet and society as a whole. It could lead to a two-tiered internet, where only those who can afford to pay for faster or

better access to certain types of content are able to fully participate in online communities and activities. This could have a particularly negative impact on marginalized or underrepresented groups, who may have limited access to the resources needed to compete in a prioritized internet environment.

Furthermore, without net neutrality, ISPs could potentially act as gatekeepers, deciding which content is prioritized and which is not. This could limit the diversity and plurality of voices and perspectives online, and could lead to the suppression of information and opinions that do not align with the interests of ISPs or other powerful actors.

Overall, net neutrality is an important principle for maintaining an open, democratic, and equitable internet. It is important for policymakers, civil society, and other stakeholders to continue to advocate for and protect the principles of net neutrality, and to work towards creating a more just and equitable online environment for all.

Q6. How have new media ecologies shaped and transformed news production, consumption and distribution? Use suitable examples to make your argument.

Ans. New media ecologies have transformed the way news is produced, consumed, and distributed, through the introduction of new technologies and platforms that have fundamentally changed the media landscape.

Production:

New media technologies have enabled news organizations to produce and disseminate content faster and more efficiently than ever before. Social media platforms like Twitter and Facebook have become important tools for breaking news, as they allow journalists to quickly report on events as they unfold and to reach a global audience in real-time. Additionally, the rise of citizen journalism and user-generated content has allowed for a more diverse range of voices and perspectives to be included in news coverage.

Consumption:

The proliferation of digital media platforms and devices has transformed the way people consume news. Traditional broadcast and print media have been supplemented by a range of digital platforms, including social media, news aggregator apps, and podcasts. This has led to a more personalized and fragmented news consumption experience, as users are able to select the sources and types of content that they are most interested in. However, this also raises concerns around the filter bubble effect, where users are only exposed to news content that aligns with their existing beliefs and opinions.

Distribution:

New media ecologies have also transformed the way news is distributed. Social media platforms have become important channels for news distribution, as they allow for content to be shared and disseminated quickly and easily. However, this also raises concerns around the spread of fake news and misinformation, as these platforms can be used to spread false or misleading information rapidly. Additionally, the rise of digital advertising and content monetization models has led to a shift in the

way news organizations generate revenue, with many now relying on digital advertising and subscriptions to fund their operations.

Examples:

The Arab Spring protests of 2011 were largely driven by social media platforms like Twitter and Facebook, which enabled activists to organize and mobilize on a mass scale.

The rise of podcasts has led to a resurgence in audio journalism, as listeners are able to access in-depth and long-form reporting on a range of topics.

The proliferation of digital media platforms like BuzzFeed and Vice have challenged traditional news organizations by offering a more irreverent and youth-oriented approach to news and media.

The 2016 US presidential election highlighted the potential impact of fake news and misinformation on social media platforms, with many false stories and conspiracy theories being spread online. This has led to increased scrutiny of social media platforms and their role in the dissemination of news and information.

Overall, new media ecologies have fundamentally transformed the way news is produced, consumed, and distributed, and have created both opportunities and challenges for journalists, news organizations, and the wider public. It is important for stakeholders to continue to adapt to these changes and to work towards creating a more transparent, equitable, and ethical media environment.

Q7. Why are fans considered 'textual poachers'? Discuss emerging online fan practices in this context.

Ans. Fans are often referred to as "textual poachers" because they actively appropriate, modify, and remix cultural texts to create their own unique works. This term was first coined by Henry Jenkins in his 1992 book "Textual Poachers: Television Fans and Participatory Culture," which examined the practices of fans of science fiction and fantasy television shows.

Fans engage in a variety of practices that involve reworking or transforming cultural texts to suit their own purposes. For example, they may write fan fiction, create fan art, or produce fan videos that remix clips from the original source material. Fans also participate in online communities where they share and discuss their creations, as well as engage in discussions and debates about the original works.

Emerging online fan practices have only increased the ability of fans to engage in these activities. For example, social media platforms have allowed fans to connect with one another from all over the world, making it easier to form communities and share their works. Online platforms such as Archive of Our Own (AO3) provide spaces for fans to post and read fan fiction, while fan art sites like DeviantArt allow fans to share their visual creations.

In **addition**, emerging online fan practices have also expanded the types of texts that fans can appropriate and remix. For example, fans of video games can create fan mods that add new features or storylines to the original game. Fans of podcasts can create fanfic or fan art based on the characters and stories they hear.

Overall, the emerging online fan practices allow fans to express themselves creatively, connect with other fans, and participate in a participatory culture that is both communal and collaborative. While some may view these practices as forms of piracy or copyright infringement, many fans see them as a way to engage more deeply with the media they love and to create something new and unique.

Q8. The digitally mediated public sphere in India is more polarised than ever. Discuss with reference to the current state of political discourse on social media platforms.

Ans. The digitally mediated public sphere in India has indeed become increasingly polarized, especially in terms of political discourse on social media platforms. The internet and social media have provided a new platform for political discussions and debates in India, but they have also given rise to divisive and polarizing political discourse.

One reason for the increasing polarization is the widespread use of social media by political parties and their supporters to mobilize voters. Social media platforms such as Twitter, Facebook, and WhatsApp have become important tools for political campaigns, and political parties and their supporters use these platforms to spread their messages and mobilize their supporters. However, this has also led to the spread of fake news and misinformation, which can exacerbate existing divisions and polarize public opinion.

Another reason for the increasing polarization is the role of echo chambers and filter bubbles on social media platforms. Users tend to follow and engage with people and content that align with their existing beliefs and values, which can create echo chambers where users are exposed only to opinions and viewpoints that reinforce their own. This can lead to a lack of exposure to diverse perspectives and can contribute to the reinforcement of existing biases and stereotypes.

In addition, the anonymity and perceived lack of consequences on social media platforms can also contribute to the spread of hate speech and abusive language, which can further polarize public opinion and create a toxic atmosphere for political discourse.

The current state of political discourse on social media platforms in India is characterized by extreme polarization, which is manifested in the form of online harassment, abuse, and threats against individuals who hold differing views. This has led to a growing concern about the impact of social media on public discourse and its implications for the health of Indian democracy.

In conclusion, while social media has provided a powerful platform for political discourse and mobilization in India, it has also given rise to polarization and the spread of misinformation and hate speech. Addressing these issues will require a concerted effort from both social media platforms and users to promote greater accountability, transparency, and civility in online political discourse.

Q9. Transmedia storytelling represents a process where elements of a fiction gets dispersed Systematically across multiple delivery channels for purpose of creating a unified and coordinated Entertainment experience". Elaborate on the phenomenon of transmedia storytelling with appropriate examples.

Ans. Transmedia storytelling is a phenomenon that has become increasingly popular in recent years. It involves the creation of a fictional universe or world that is spread across multiple media platforms, such as books, movies, TV shows, video games, and social media, to create a cohesive and immersive entertainment experience. This approach allows for the development of a rich and complex narrative that engages audiences in new and innovative ways.

One example of transmedia storytelling is the Marvel Cinematic Universe (MCU). The MCU consists of a series of interconnected films and TV shows that tell the stories of various superheroes, such as Iron Man, Thor, Captain America, and the Avengers. The story is spread across multiple platforms, including movies, TV shows, comic books, and video games, with each medium contributing to the overall narrative. For example, the events of the movies are referenced in the TV shows, and the comic books explore the backstories of the characters in greater detail.

Another example of transmedia storytelling is the Harry Potter franchise. The story of Harry Potter is told across multiple books, movies, and video games, with each medium contributing to the overall narrative. The books explore the story in the greatest detail, while the movies provide a visual representation of the world and the characters. The video games allow fans to interact with the world of Harry Potter in a more immersive way, with players taking on the role of the characters and exploring the world themselves.

The transmedia approach has also been used in advertising and marketing campaigns, such as the Coca-Cola Happiness Factory campaign. The campaign consisted of a series of short films, online games, and social media content that told the story of a magical factory where Coca-Cola is made. The campaign used a variety of media platforms to create an immersive and engaging experience for consumers, encouraging them to connect with the brand in a more meaningful way.

Overall, transmedia storytelling is a powerful tool for creating engaging and immersive entertainment experiences that capture the imagination of audiences. By spreading a story across multiple media platforms, creators can build a cohesive and complex narrative that engages fans in new and innovative ways.

Q10. New media campaigns are creating virtual brand communities by creating shared experiences and reaping benefits of user generated content. Discuss, in detail, any one successful new media campaign highlighting creative strategies employed by it to engage consumers.

Ans. One successful new media campaign that exemplifies the use of virtual brand communities and user-generated content is the "Share a Coke" campaign by Coca-Cola. This campaign was launched in Australia in 2011 and has since been rolled out in over 100 countries worldwide.

The Share a Coke campaign involved the printing of popular names on Coca-Cola bottles and cans, encouraging consumers to find and share their names with friends and family. The campaign also included an online platform where users could create personalized virtual Coca-Cola bottles with their names and share them on social media.

One of the creative strategies employed by the campaign was the use of user-generated content to build a virtual brand community. Consumers were encouraged to share photos and stories of their personalized Coke bottles on social media using the hashtag #ShareACoke, creating a sense of

community around the brand. Coca-Cola also created a website where users could search for their names and the names of their friends, further encouraging social sharing and engagement.

Another creative strategy employed by the campaign was the use of experiential marketing to create shared experiences for consumers. Coca-Cola set up pop-up kiosks in shopping malls and public spaces where consumers could customize their own Coke bottles with their names or the names of their loved ones. This created a sense of excitement and anticipation around the campaign, and encouraged consumers to share their experiences on social media.

The Share a Coke campaign was highly successful, with Coca-Cola reporting a 2.5% increase in sales in Australia and a 7% increase in the UK during the first phase of the campaign. The campaign also generated over 998 million impressions on social media, demonstrating the power of user-generated content and virtual brand communities.

In conclusion, the Share a Coke campaign by Coca-Cola is a great example of how new media campaigns can leverage virtual brand communities and user-generated content to create engaging and immersive experiences for consumers. By creating shared experiences and encouraging social sharing, brands can build a sense of community around their products and foster deeper connections with their audiences.

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