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DATE: 16-4-19

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE- 27**

**BVC, BCA- IV SEMESTER**

**END SEMESTER EXAMINATION- APRIL 2019**

**GE-414 – Media, Culture and Technology (MCT)**

**SUPPLEMENTARY CANDIDATES ONLY**

**ATTACH THE QUESTION PAPER WITH THE ANSWER BOOKLET**

**TIME: 2 I/2 Hours Max marks- 70**

**INSTRUCTIONS**

1. This paper contains **THREE** printed pages.

2. You will lose marks for exceeding word limits.

3. You are allowed to use a dictionary, during the examination.

1. **Read the article from *WIRED,*  “THINGS BREAK AND DECAY ON THE INTERNET—THAT'S A GOOD THINg” - Virginia Heffernan.**

What’s more alive—library stacks or the internet? Seems plain as day: The living one clamours and bleats. The one that’s dark and smells of mildew is dead. But it hasn’t always been obvious. From the dawn of modern print journalism through the beginning of the web era, newspapers represented an archival medium. Once rendered into print, a news article was immutable and could safely be referenced for perpetuity without fear that a few days later it would say something very different. As libraries and other institutions collected and archived newspapers, their contents were also safely preserved for continued access by future generations. In the web era, journalism has been largely transformed into live blogging, with articles wholesale rewritten or simply deleted. As online journalism has rapidly risen into a dominant distribution format over the past quarter century, what does its ephemeral nature mean for the archival and preservation of our societal record?

At the turn of the century, when the web was a wake for victims of dotcom crib death—Pets.com, eToys.com, gazoontite.com—it was a morbid place to be. Occasionally it could seem alive, sure, as brush fires are alive. Bright, but not long for this world. No one knew if even Amazon and Priceline would survive, and they almost didn’t.

Grooved into the nervous systems of anyone who came of age in the ’80s and ’90s was also a persistent fear of disappearing data. “Computers” were identified with caprice. Everyone knew the ice-blood dread of having whole term papers disappear from MacWrite or Word. Then came the hard lesson of the century’s end: Economies could vanish too. The crash of the dotcom market reinforced the impression that the internet was itself a soap bubble.

For at least a century, the proof of the inferiority of newspapers to books was that newspapers were ephemeral. Books had moral heft and actual heft—thick paper, heavy binding, hardwood housing. They enjoyed eternal life. By contrast, a newspaper—cheap pulp printed with the day’s news—began to rot almost the second it saw daylight. A day-old newspaper had its most promising chance at life extension as a wrap for deep-fried haddock.

Now it’s books that seem to be denied a full life. Entombed, the out-of-print ones go unconsulted, as nothing outside the internet must be thought to exist. Online it is digital artefacts that are said to last forever. The YouTube doodling, pamphlets, quips—it seems we couldn’t compost this universe of nonsense if we tried. This thing of ours, which seems so permanent now, was frail and unsteady. Everyone knew the substrate was nothing but digital drywall and rusted siding. The internet empire is much more vast and populous than ancient Rome, but will it be more permanent?

News apps aren’t being preserved because they are software, and software preservation is a specialized, idiosyncratic pursuit that requires more money and more specialized labour than is available at media organizations today. The quantity and variety of information we now produce has outpaced our ability to preserve it for the future. Librarians are the only ones who are making sure that our collective memory is preserved. And they, along with small teams of digital historians elsewhere, are still trying to understand the scope of myriad challenges involved in modern preservation. If today’s born-digital news stories are not automatically put into library storehouses, these stories are unlikely to survive in an accessible way.

**IA. Answer the following questions in about 150 words each. (10x4=40)**

1. The author points out that the newspapers rot the second it sees daylight. Do you feel that the art of archiving is not given its due importance in our society? Comment with suitable examples to substantiate your answer.
2. What is your definition of archiving and what are some applications you have in your devices that will support you with this particular process? Elaborate.
3. In your opinion, is the internet the best means we have for archiving. Give reasons for your answer.
4. Do you consider that the internet is forcing us, in both good and bad ways, to realize that the official version of events shouldn’t always be trusted or accepted without question? Comment.
5. **Answer the following questions in about 250 words. (15x2=30)**
6. Ms.Antopol ,an American author says, “I love being in the archives, travelling, sitting in dusty places and looking at books with brittle pages. I love reading biographies and researching, to make myself informed about whatever political or historical time I'm writing about. From there, a lot of the emotional truths about my characters emerge.” As a millennial, to what extent do you agree with this statement? What has your own experiences of archiving been? Comment.
7. What would your advise be to future historians who would want to give an account of the age we live in based entirely on digital archives?