



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2016

EL 4052 - ENGLISH FOR NEW TECHNOLOGIES

Date: 16-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

I. Write a short note on any EIGHT of the following in about 100 words each:

(8x5=40)

1. Define the concepts: high tech and high touch.
2. Write about the influence of technology on English language.
3. Differentiate the terms, digital natives and digital immigrants.
4. Explain the significance of Web 2.0 Revolution.
5. Describe the terms: Intranet and Extranet
6. Write about social networking websites and applications
7. Explain the concepts: future content and legacy content.
8. What are the graphological features one should observe while writing for internet?
9. Differentiate basics of writing with that of technology based writing.
10. Bring out the disadvantages arising out of technology based English language writing.

II. Answer any FOUR of the following in about 200 words each: (4x10=40)

11. Explain the cautions one should remember when writing for internet/digital media.
12. Write about the use of social network websites or applications in language learning.
13. Discuss the strategies to employ when writing for internet/digital media.
14. “The need of the hour is the balance between High Tech and High Touch” – Discuss.
15. Discuss the effectiveness of employing Mobile-Assisted Language Learning methodology.
16. Analyse the relevance of the six symptoms of technologically intoxicated zone as proposed by John Naisbitt in the 1980s.

III. Write an essay on the following in about 400 words:

(1x20=20)

17. Using the structure provided below, write about any one of the social networking apps/websites/internet applications/web tools:

- a) Introduction : about the social networking website/application/web tool chosen
- b) Development: its origin and various stages of development
- c) Advantages : usefulness in communication and learning English language
- d) Disadvantages : various shortcomings and how it affects the language
- e) Conclusion : suggestions for students about how to use it fruitfully
