



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2022

UVC 1503 – NEW MEDIA STUDIES

Date: 03-12-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer ALL the Questions

1. Fill in the blanks			(5 x 1 = 5)
a) _____ is software with source code that anyone can inspect, modify, and enhance.	K1	CO1	
b) _____ is an incarnation of oneself in a virtual environment.	K1	CO1	
c) The process of setting forth an image we want others to perceive is known as _____.	K1	CO1	
d) In Facebook, each member needs to find friends to communicate with, but a friend of a friend is _____ a friend.	K1	CO1	
e) A member needs to _____ other members to receive tweets from them.	K1	CO1	
2. True or False			(5 x 1 = 5)
a) Computer mediated communication is a disintegration of computer technology with our everyday lives.	K1	CO1	
b) "Information superhighway," a transportation analogy used by the Clinton administration.	K1	CO1	
c) Podcasting is the preparation and distribution of video files using RSS feeds to the computers of subscribed users.	K1	CO1	
d) Media convergence is a phenomenon involving the interconnection of information and communications technologies, computer networks, and media content.	K1	CO1	
e) In Twitter, if x is a follower of y and y is a follower of z, x can see a tweet sent by z.	K1	CO1	
3. Match the following / True or False/ Fill in the blanks / Answer the following / MCQ/Definitions			(5 x 1 = 5)
a) HTML	K2	CO1	
a) Hyper Text Markup Language			
b) Higher Text Markup Language			
c) Hyper Text Matrix Language			
d) Hexa Text Markup Language			
b) SMTP	K2	CO1	
a) Synchronous Mail Transfer Protocol			
b) Simple Mail Transfer Protocol			

	c) Synthesize Mail Transfer Protocol d) Simple Message Transfer Protocol		
c)	The quality of telepresence that measures the breadth and depth of sensory stimulation a medium presents. a) Telepathy b) Hypertext c) Interactive d) Vividness	K2	CO1
d)	Process of seeing the familiar through different eyes. a) Defacement b) Depaysement c) Virtual reality d) Virtual perspective	K2	CO1
e)	Machine Learning is a part of a) Human Intelligence b) Virtual Intelligence c) Artificial Intelligence d) Augmented Reality	K2	CO1
4.	Definitions	(5 x 1 = 5)	
a)	Define Digital Divide	K2	CO1
b)	Define Artificial Intelligence	K2	CO1
c)	Define Trojan horses	K2	CO1
d)	Define Cyberspace	K2	CO1
e)	Define Hashtag	K2	CO1
SECTION B			
Answer any TWO of the following in 100 words		(2 x 10 = 20)	
5.	Sketch the importance of Youtube as a knowledge society.	K3	CO2
6.	Describe the role of online privacy and new media.	K3	CO2
7.	Illustrate the Facebook operation in social media.	K3	CO2
8.	Interpret - FOMO,FOBO, FODA, MOMO	K3	CO2
SECTION C			
Answer any TWO of the following in 100 words		(2 x 10 = 20)	
9.	Distinguish the Technology revolution in the network society.	K4	CO3
10.	Examine the Memes in cyberspace.	K4	CO3
11.	Outline the Twitter function in the online community.	K4	CO3
12.	Infer the Fake News and politics and social media.	K4	CO3
SECTION D			
Answer any ONE of the following in 250 words		(1 x 20 = 20)	
13.	Propose various ways to curb the online addiction disorder.	K5	CO4

14.	Summarize the role of online education during covid and post covid.	K5	CO4
SECTION E			
Answer any ONE of the following in 250 words			(1 x 20 = 20)
15.	Create an avatar of yourself and justify your identity of your Avatar in terms of Anonymity, Pseudonymity and Real identity.	K6	CO5
16.	Construct a Blog with any social issues of your choice and write a first post for your blog.	K6	CO5

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