

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2023

UVC 1503 – NEW MEDIA STUDIES

Date: 06-11-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. True or False

- a) Uber App was developed in India during 2007 and 2008.
- b) YouTube is the second most visited website in the world, after Google Search.
- c) The digital divide is a term that refers to the gap between Instagram users and Facebook users.
- d) The term podcast was coined by The New Indian Express science journalist Dr. Vijay Kumar in February 2004.
- e) Alphabet Inc. is the parent company of Google and several former Google subsidiaries.

2. Match the following

- a) Netflix - Paul Buchheit
- b) Metaverse - Kevin Systrom
- c) Cyberspace - Uni-Verse
- d) Instagram - Marc Randolph
- e) Gmail - Cybernauts

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. Fill in the blanks

- a) _____ is a set of related fields that encompass computer systems, software, programming languages and data and information processing and storage.
- b) _____ is a social identity that an Internet user establishes in online communities and websites.
- c) _____ is a simulated experience that employs pose tracking and 3D near-eye displays to give the user an immersive feel of a virtual world.
- d) _____ is the activity of electronically buying or selling products on online services or over the Internet.
- e) _____ is a character encoding standard for electronic communication.

4. Definitions

- a) Netizens
- b) FOMO
- c) Blogging
- d) Cyber Security
- e) Artificial Intelligence

SECTION B - K3 (CO2)

Answer any TWO of the following

(2 x 10 = 20)

- 5. Explain digital fandom.

6.	Write down the different types of Computer-Mediated Communication.
7.	Elucidate privacy in digital space.
8.	Describe the advantages of using video streaming apps in connection with TV viewing.
SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	
9.	Examine the concept of digital identity in connection with Instagram and Tinder.
10.	Analyse fake news and digital media in contemporary times.
11.	Illustrate the ethical issues in new media with Indian examples.
12.	Dissect the notion of E-sports (online gaming) virtual communities with examples.
SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	
13.	YouTube channels and monetization - Evaluate in detail.
14.	Digital marketing Vs Traditional marketing - Justify with examples.
SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	
15.	Author Simon Mainwaring said 'Social media is not about the exploitation of technology but service to community'. - Appraise his views in connection with the functions of social media as a developmental tool/agent.
16.	American political advisor and television producer Mark David McKinnon said 'Technology and social media have brought power back to the people'. Do you agree with his statement? Argue with contemporary examples.

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