

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – **APRIL 2024**

UVC 1503 – NEW MEDIA STUDIES

Date: 12-04-2024

Dept. No.

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Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Briefly answers **ALL** the following questions in about 50 words each.

(10 X 2 = 20)

1. Define the term new media
2. Explain the concept of the "Network Society".
3. Expand CMC are the key characteristics of a Knowledge Society?
4. Define Digital Deception
5. Describe Cybernetics
6. What is Cyberlaw
7. Write about Virtual Communication
8. Explain the concept of Identity Fraud
9. What is Digital Netizenship?
10. Write about Online Gambling

PART – B

Answer **ANY FOUR** of the following in about 200 words each.

(4X 10 = 40)

11. Critically analyze the impact of digital media on youth culture
12. Discuss the characteristics of a knowledge society
13. Explain the online communication tools in detail
14. Discuss the role of virtual communities in promoting ideologies
15. Explain the IT Act in detail.
16. Write about Internet Addiction Disorder
17. Do you think social media influencers are powerful? Explain
18. What is Viral Marketing? Give Examples

PART – C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 X 20 = 40)

19. Critically examine the psychological implications of digital communication
20. In the digital era, how children use digital technologies and discuss the addiction science behind it
21. Give a detailed account on online self-presentation theories
22. Analyze the concept of FOMO (Fear of Missing Out) and FOBO (Fear of Being Offline) in the context of digital communication

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