



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2024

UVC 1503 – NEW MEDIA STUDIES

Date: 22-04-2024

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.	Answer the following Definitions	
a)	Digital divide	
b)	Machine Learning	
c)	Virtual Communities	
d)	Monetization	
e)	Internet Addiction Disorder	
2.	True or False	
a)	Information sharing is the significant activity of information society	
b)	AI can be used for creating media content	
c)	Blog is an online communicating tool	
d)	Gmail is an social media platform	
e)	FOMO stands for fear of missing out	

SECTION A - K2 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
3.	Fill in the blanks	
a)	_____ was created easily and shared among the society in digital era	
b)	CMC stands for _____	
c)	The person who is actively involved in internet communities is called as _____	
d)	Twitter has been renamed as _____	
e)	FOBO stands for _____	
4.	Match the following	
a)	Information Society	- You tube Channel
b)	Cybernetics	- Internet Addiction Disorder
c)	Identities-Anonymity	- Digital Era
d)	Putchutney	- Human and Machine
e)	FOBO	- Social Media

SECTION B - K3 (CO2)**Answer any TWO of the following (2 x 10 = 20)**

5. Identify the benefits of technology in digital era
6. Construct your opinion on Human and machine interaction
7. Develop the safety measures to prevent thefts through online identities
8. Identify the use of you tube news channel in society

SECTION C – K4 (CO3)**Answer any TWO of the following (2 x 10 = 20)**

9. Examine FODO in digital era
10. Analyse on information sharing in digital revolution
11. Inspect on Cyberspace Digital Deceptions with reference to online advertisements
12. Distinguish on Merits and De-merits of Online communication tools

SECTION D – K5 (CO4)**Answer any ONE of the following (1 x 20 = 20)**

13. Explain in detail about ethical issues in new media
14. Rate your knowledge on social media fake identities

SECTION E – K6 (CO5)**Answer any ONE of the following (1 x 20 = 20)**

15. Digital divide plays a vital role in technology adoption. Discuss
16. Elaborate the use of Artificial Intelligence in computer mediated communication
