



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)**

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|-----|--|
| 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)**

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|-----|---|
| 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)**

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