



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2024

PVC 4504 – NEW MEDIA STUDIES

Date: 08-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

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

(10 × 2 = 20)

1. Define the terms "Digital Revolution"
2. Explain the concept of the "Digital Divide".
3. What are the key characteristics of a Knowledge Society?
4. Define Computer-Mediated Communication (CMC)
5. Describe the concept of "Digital Deceptions".
6. What is Cybernetics?
7. Discuss Online Communication Tools (OCT).
8. Explain the concept of Online Identity Theft
9. What are Virtual Communities?
10. Define Netizenship

PART – B

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

(4 × 10 = 40)

11. Analyze the impact of the Digital Revolution on society, focusing on its effects on communication, economy, and culture.
12. Discuss the different types of Computer-Mediated Communication (CMC)
13. Evaluate the merits and demerits of Social Media Platforms in shaping online interactions.
14. Explain the concept of Online Self-Presentation and its role in forming online identities.
15. Explore the ethical issues surrounding Digital Media Marketing and Advertising.
16. Discuss the phenomenon of Internet Addiction Disorder (IAD) and its implications for mental health in the digital age.
17. Analyze the concept of "Conspicuous Sociality" in online environments. How does it impact individuals' behaviors and social interactions?
18. What are the psychological implications of FOMO (Fear of Missing Out) and FOBO (Fear of Being Offline) in the context of digital communication?

PART – C

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

(2 × 20 = 40)

19. Critically examine the role of Social Media in shaping social capital and community engagement. How does it impact individuals' social networks and relationships?
20. Discuss the ethical considerations associated with the collection and use of personal data in the Digital Era.
21. How do individuals construct and maintain their digital personas, the implications do this have for identity formation?
22. Analyze the scope and possibilities of YouTube Channels and Monetization in the Digital Era.

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