



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2016

16PDJ1MC04 - NEW MEDIA STUDIES

Date: 02-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the questions

(10X2=20)

1. Blogosphere
2. Open Source
3. Social Media
4. RSS
5. **Mass Communication**
6. Interactivity
7. Folksonomy
8. Flickr
9. Hashtag
10. Live streaming

PART-B

Answer any FIVE questions from the following

(5X8=40)

11. Differentiate cybernetics, cyberspace and cybertext.
12. Is there anything "new" about new media? Discuss.
13. Examine Marc Prensky's essay in the light of developments in e-learning.
14. Discuss the e-governance initiatives in India.
15. Illustrate different periods in history with emphasis on developments in communication technologies.
16. Define network. Discuss different types of network.
17. Discuss the advantages and disadvantages of new media as a socializing tool.

PART-C

Answer any TWO questions from the following

(2X20=40)

18. Discuss in detail the principles of new media.
19. Describe the nature of information revolution in India.
20. Explain the characteristics of new media.
