

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2019

16/17/18PDJ1MC04 – NEW MEDIA STUDIES

Date: 07-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART- A

I. Answer ALL the questions

[10x2=20]

1. Walter Benjamin
2. Analog and digital
3. Audiotex
4. World wide web
5. Types of networks
6. Retweet
7. Interactivity
8. Manual Castells
9. Cybernetics
10. Linkedin

PART- B

II. Answer any FIVE questions from the following

[5x8=40]

11. Write about the evolution of mass media.
12. Describe the impact of digital technology on modern society.
13. What are the forms of communication?
14. Describe the social nature of internet with examples.
15. What is podcasting and explain its uses.
16. Explain the need for cyber laws.
17. What are the principles of new media?

PART- C

III. Answer any TWO questions from the following

[2x20=40]

18. Trace the history of new media.
19. Discuss the merits and demerits of blogging.
20. Describe mobile revolution in India.

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