



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034
B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION
FIRST SEMESTER – NOVEMBER 2024
UVC 1503 – NEW MEDIA STUDIES



Date: 13-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Critically analyze the impact of digital media on youth culture
2. Expand CMC what are the key characteristics of a Knowledge Society?
3. Explain the different types of OCT Tools
4. What is Viral Marketing? Give Examples
5. Explain Cybernetics & Cyberlaw in detail
6. Do you think social media influencers are powerful? Explain
7. Explain the concept of Identity Fraud
8. Give a detailed note on Internet Addiction Disorder

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Critically examine the psychological implications of digital communication
10. In the digital era, how children use digital technologies and discuss the addiction science behind it
11. Analyze the concept of FOMO (Fear of Missing Out) and FOBO (Fear of Being Offline) in the context of digital communication
12. Give a detailed account on online self-presentation theories
13. Write about Algorithms in Machine Learning
14. Explain the you tube channel revenue model and monetization.

@@@@@