

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc.DEGREE EXAMINATION –3D ANIMATION& DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2018

16/17UEL3GE07– GENERAL ENGLISH (VOC) - III

Date: 03-11-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART- A

I. Write short notes on the following: (Answer ALL the questions)

[10x2 Marks =20]

1. Digital media
2. Twitter
3. Wikipedia
4. Drama in literature
5. Marshal McLuhan's idea of 'The global village'.
6. What is 'hot medium' and how is it different from 'cool medium'?
7. Visual novels
8. The computer revolution
9. Hypertext fiction
10. The Electronic Literature Organization

PART- B

II. Answer any FIVE questions from the following:

[5x8 Marks =40]

11. Distinguish between a blog and a website.
12. Write about the influence of television.
13. What is Internet Revolution?
14. How is poetry different from prose?
15. What are the parts of a website?
16. Etiquette of digital world.
17. The importance of mobile apps in everyday life.

PART- C

III. Answer any TWO questions from the following:

[2x20 Marks = 40]

18. What is social media? How could students benefit from using social media? Elaborate.
19. Write an essay on the history and evolution of technology.
20. What is electronic literature? Explain Drabble, Flash Fiction and Micro Drama with an example each.

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