

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2022

18/17/16UVC6MC04 – NEW MEDIA STUDIES

Date: 20-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART A

Answer ALL the Questions in one or two sentences

(5 x 2 = 10 Marks)

1. Impersonal communication
2. CMC
3. Infowar
4. IT ACT
5. FOMO
6. Netizen
7. Digital Activism
8. I-cube
9. Secondary Data
10. Social Voyeurism

PART B

Answer FIVE of the following in 100 words each:

(5 x 8=40 Marks)

11. Explain the different types of computer mediated communication in detail.
12. Write about SIDE model of New Media.
13. What is Hyper reality in New Media
14. Explain your self-presentation strategies in social networking websites
15. Describe the merits and demerits of digital identity
16. Describe the merits and demerits of digital identity.
17. Do you think “New media invade privacy”

SECTION D

Answer any TWO of the following in 200 words

(2 x 10 = 20 Marks)

18. Evaluate the role of technology in revolutions.
19. Justify “Digital Detox is need of the hour”.
20. Criticise the legal and ethical issues created by new media in Indian society.
21. Discuss the internet statistics in India.

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