

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – APRIL 2022**

**UVC 1503 – NEW MEDIA STUDIES**

**(2019, 2020 BATCH)**

Date: 24-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART A**

**Answer ALL the Questions in one or two sentences**

**(10 x 2 = 20 Marks)**

1. Anonymity
2. CMC
3. Infoobesity
4. Cybercrime
5. FOMO
6. Netizen
7. Digital Activism
8. IAMAI
9. Secondary Data
10. Voyeurism

**PART B**

**Answer FIVE of the following in 100 words each:**

**[5x8=40 MARKS]**

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

**SECTION D**

**Answer any TWO of the following in 200 words**

**(2 x 20 = 20 Marks)**

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

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