

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2022

PVC 4504 – NEW MEDIA STUDIES

Date: 22-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Answer ALL the questions in about 50 words.

(10 x 2 = 20)

1. Skill Divide
2. Cloud Storage
3. Influential Marketing
4. Remediation
5. Infobesity
6. CMC
7. Augmented Reality
8. Algoracy
9. RTI
10. Surveillance

PART – B

Answer FIVE of the following in 200 words.

(5 x 8 = 40)

11. Brief on narrowing of Digital Divide and emergence of Knowledge Divide.
12. What is Intellectual Property Rights? Explain information as a Non Rival Good.
13. Elucidate the characteristics of Online Communication.
14. What is Telepresence? Explain how telepresence enriches the user experience in mediating technologies.
15. Discuss the technological challenges in Rural India.
16. Explain Manuel Castells “Space of Flows”
17. Explain the principles of New Media.

PART – C

Answer any TWO of the following in about 400 words.

(2 x 20 = 40)

18. Explain the importance of Digital Information Literacy skills in the digital age.
19. Explain the shift in “participation,” “work,” “property,” and “power” in light of the transformations linked to the emergence of digital technologies
20. Explain the Internet usage in India.
21. What is Smart Mobs? Explain how wireless web has created a “mobile ad hoc social network.”

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