

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – APRIL 2022****UVC 1503 – NEW MEDIA STUDIES****(2021 BATCH ONLY)**

Date: 24-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A**Answer ALL the Questions**

1.	Expand the Following	(5 x 1 = 5 Marks)	
a)	CMC	K1	C1
b)	OCT	K1	C1
c)	FOBO	K1	C1
d)	MOMO	K1	C1
e)	FODO	K1	C1
2	Expand the Following	(5 x 1 = 5 Marks)	
f)	TCP	K1	C1
g)	AI	K1	C1
h)	HTTP	K1	C1
i)	SVC	K1	C1
j)	ARPANET	K1	C1
3.	Define the Following	(5 x 1 = 5 Marks)	
a)	Digital divide	K2	C1
b)	Cybernetics	K2	C1
c)	Netizenship	K2	C1
d)	Social media	K2	C1
e)	Digital identities	K2	C1
4	Define the Following	(5 x 1 = 5 Marks)	
f)	Anonymity	K2	C1
g)	Machine Learning	K2	C1
h)	online fandom community	K2	C1
i)	Global Village	K2	C1
j)	Modem	K2	C1

SECTION B**Answer any TWO of the following in 150 words** (2 x 10 = 20 Marks)

5	Classify the social media.	K3	C2
6	Illustrate the ethical issues in new media.	K3	C2
7	Explain the Digital divide theory and how it alters people's Social economics status	K3	C2
8	Distinguish Synchronous and Asynchronous CMC with example	K3	C2

SECTION C**Answer any TWO of the following in 150 words** (2 x 10 = 20 Marks)

9	Analyse the scope and possibilities of social media platforms	K4	C3
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10	Distinguish merits and demerits of virtual communities	K4	C3
11	Illustrate the communication model and explain its elements	K4	C3
12	Analyse to what extent is social media a useful platform for change	K4	C3
SECTION D			
Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)			
13	Write about the Knowledge gap and way to reduce the gap	K5	C4
14	Defend “New media invades the privacy of individual.”	K5	C4
SECTION E			
Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)			
15	Justify “Digital fandom is need of the hour”	K6	C5
16	Evaluate the role of technology in revolutions.	K6	C5
