



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

**M.Voc.DEGREE EXAMINATION –DIGITAL JOURNALISM**

**FIRST SEMESTER – APRIL 2019**

**16/17/18PDJ1MC04– NEW MEDIA STUDIES**

Date: 08-04-2019  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART- A**

**I. Write short notes on...**

**[10x2=20]**

1. Traditional media
2. Internet and Intranet
3. Cyberspace
4. Analog and digital
5. Live streaming
6. Youtube and Soundcloud
7. Types of blogs
8. VSNL
9. Walter Benjamin
10. Emoji's

**PART- B**

**II. Answer any FIVE questions from the following**

**[5x8=40]**

11. Write about the evolution of mass media.
12. Explain the different forms of communication.
13. Discuss the impact of digital technology on modern society.
14. Write about LAN,MAN,WAN with examples.
15. Define web 2.0 and explain some of its characteristics.
16. Describe the need for cyber law.
17. Write about network society.

**PART- C**

**III. Answer any TWO questions from the following**

**[2x20=40]**

18. What is unique about new media? What are the principles of new media?
19. Write about history of Social media and discuss its merits and demerits.
20. Describe the mobile revolution in India.

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