



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

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

**THIRD SEMESTER – NOVEMBER 2022**

**PDJ 3501 – SOCIAL MEDIA COMMUNICATION**

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION - A**

**Answer ALL the Questions**

**Define the following**

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

1. Second life
2. Social news
3. Digg
4. Buzzfeed
5. Web 2.0
6. # Metoo
7. Sixdegrees.com
8. Riverbend blog
9. Echo chamber
10. Meta

**SECTION B**

**Answer any FIVE of the following in 150 words**

**(5 x 8 = 40 Marks)**

11. Discuss the emergence of Twitch and its uses.
12. Compare the features of leading social media platforms in terms of interpersonal communication.
13. Explain the steps needed to combat rise of fake news.
14. Write about creator economy with examples.
15. Analyze the effect of smartphones in our social media usage.
16. Discuss the rise of blogging phenomenon.
17. How does framing affect the audience?

**SECTION C**

**Answer any TWO of the following in 250 words**

**(2 x 20 = 40 Marks)**

18. Describe the various types of social media with examples.
19. Trace the history and growth of twitter as a breaking news tool.
20. Explain the need and the procedures for safe use of social media.

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