



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

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

**FOURTHSEMESTER – APRIL 2018**

**16PVC4MC04- NEW MEDIA STUDIES**

Date: 25-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART A**

**ANSWER ALL IN 50 WORDS**

**(10x2=20)**

1. CMC
1. Cyber text
2. PPC
3. Artificial Intelligence
4. Info obesity
5. PIO
6. Information Warfare
7. Frank Webster
8. IT Act
9. Invasion of Privacy

**PART B**

**ANSWER ANY FIVE OF THE FOLLOWING IN 250 WORDS**

**(5 X 8=40)**

11. Explain how we Indians are connected in Information Super Highway.
12. 'Digital Divide is narrowing and Knowledge Divide is emerging' –Share your views
13. Explain the characteristics of New Media.
14. Explain any one of the marketing strategy of GOOGLE
15. Write about 'Tele-Centres in Rural India'.
16. Explain the duties of PIO with relevance to RTI.
17. Why do you use whatsapp and what kind of gratifications you set? Do a self-analysis.
18. Do you think Information Privacy law is required? Discuss.

**PART C**

**ANSWER ANY TWO OF THE FOLLOWING IN 750 WORDS**

**(2x20=40)**

19. Critically evaluate any one of the e-governance project in India.
20. Expand and Explain RTI. Discuss the grounds for rejection of RTI.
21. Explain the characteristics of Post Industrial Society from Daniel Bell's Perspective.
22. Breach of Trust and Issues in Online Privacy – Explain with recent cases 'Cambridga Analytica.'