LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SIXTH SEMESTER – **APRIL 2023**

16/17/18UVC6MC04 – NEW MEDIA STUDIES

Date: 08-05-2023   Dept. No.   Max. : 100 Marks
Time: 09:00 AM - 12:00 NOON

Part A

Answer all the questions in about 50 words each: **(10x2 = 20 marks)**

1. Define the term "informationalism."
2. How does social media shape our social interactions?
3. What is cyberspace?
4. What is CMC?
5. What is cybernetics?
6. What is online identity?
7. What is pseudonymity?
8. What is the purpose of electronic surveillance?
9. What is the most popular social media platform in India?
10. What is the significance of the Indian meme culture in the digital space?

Part B

Answer ANY FIVE of the following questions in about 250 words   **(5x8 = 40 marks)**

11. Describe the digital revolution and its impact on communication.
12. Discuss the various types of CMC and their advantages and disadvantages.
13. Discuss the factors that influence impersonal communication in online settings.
14. What are the positive and negative aspects of the Indian online gaming community?
15. What are the implications of the regulation of online communication on freedom of expression and privacy?
16. How has the internet changed the nature of human communication? Explain with examples.
17. Analyze the role of social media in shaping public opinion.

Part C

Answer ANY TWO of the following questions in about 400 words: **(2 x 20 = 40 marks)**

18. How has the emergence of new media affected society? Provide examples to support your answer.
19. Explain the social implications of cyberspace and the role of the internet in creating a virtual world.
20. Explain the role of anonymity and pseudonymity in online communication, and discuss their implications for social interactions.
21. Analyze the role of social media in shaping Indian politics and society. How has the internet created a platform for political activism in India?

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