



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

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

**FOURTH SEMESTER – APRIL 2023**

**PVC 4504 – NEW MEDIA STUDIES**

Date: 08-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART A**

**ANSWER ALL IN 50 WORDS**

**(10x2=20)**

1. DIL
2. Network Society
3. Augmented Reality
4. Hyper textual
5. IT Law
6. Interactive Audience
7. Information Rich
8. Snack Video
9. Viral Marketing
10. Cybernetics

**PART B**

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

**(5 x 8=40)**

11. 'Skill Divide is emerging in an Post Industrial Society' –Share your views
12. Explain the issues in Information Society
13. Explain the techniques used in Influential Marketing.
14. Differentiate between the terms Anonymity and pseudonymity
15. Discuss the characteristics of Post-Industrial Society
16. Discuss the characteristics of new media audiences in detail.
17. Explain the concept of occupational change.
18. List out the different types of social media tools.

**PART C**

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

**(2x20=40)**

19. Explain Information Society – from the perspectives of Webster, Daniel Bell and Machlup.
20. AI is going to transform the world. Share your views.
21. Give a detailed account on Dark Web.
22. Explain the psychology and sociology behind Internet Addiction.

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