

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2023

UVC 1503 – NEW MEDIA STUDIES

Date: 15-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. **True or False**
- a) Social media platforms are not a common target for cybercriminals.
- b) Electronic surveillance is only conducted by governments and law enforcement agencies.
- c) Cyber stalking is not a serious offense and is rarely prosecuted.
- d) Online communities are always safe and free from harmful content.
- e) Cyber crime is a relatively new phenomenon and has only emerged in the past few years.
2. **Match the following / True or False/ Fill in the blanks / Answer the following / MCQ / Definitions**
- a) _____ is the virtual space where digital communication takes place.
- b) _____ is the use of the internet to harass or stalk someone.
- c) _____ is the use of technology to monitor or record electronic communication.
- d) An _____ is a group of individuals who interact with each other online.
- e) _____ is the use of technology to commit illegal activities.

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. **Match the following / True or False/ Fill in the blanks / Answer the following / MCQ / Definitions**
- a) Which of the following social media platforms is known for short-form videos and has over 1 billion monthly active users?
A) Instagram
B) Twitter
C) TikTok
D) LinkedIn
- b) What is FOMO?
A) Fear Of Missing Out
B) Fear Of Moving On
C) Fear Of Making Others Happy
D) Fear Of Making Opportunities
- c) Which of the following is NOT a social media platform?
A) Facebook
B) Snapchat
C) Netflix
D) Pinterest
- d) What is the name of the largest video sharing platform in the world?
A) Vimeo

	B) Instagram C) YouTube D) Twitch
e)	Which of the following is a popular social media platform that allows users to connect with professionals and network with other users in their industry? A) Instagram B) TikTok C) Facebook D) LinkedIn
4.	Answer the following
a)	What is digital media?
b)	What is social media?
c)	How has digital media impacted traditional media?
d)	What is cyberspace?
e)	What is the purpose of electronic surveillance?
SECTION B - K3 (CO2)	
	Answer any TWO of the following (2 x 10 = 20)
5.	Discuss the role of social media in shaping public opinion and its impact on democracy.
6.	How has CMC impacted communication in modern society?
7.	What are the benefits and drawbacks of online relationships?
8.	How has the internet changed the way Indian people communicate with each other?
SECTION C – K4 (CO3)	
	Answer any TWO of the following (2 x 10 = 20)
9.	Compare and contrast the advantages and disadvantages of digital media and traditional media.
10.	How has cyberspace changed the way we interact with technology?
11.	What is the difference between electronic surveillance and wiretapping?
12.	What is the significance of the Indian meme culture in the digital space?
SECTION D – K5 (CO4)	
	Answer any ONE of the following (1 x 20 = 20)
13.	Discuss the potential benefits and drawbacks of using CMC in education.
14.	Analyze the role of social media in shaping Indian politics and society. How has the internet created a platform for political activism in India
SECTION E – K6 (CO5)	
	Answer any ONE of the following (1 x 20 = 20)
15.	Discuss the emergence of digital media and its impact on the media industry, including consumption, production, and distribution changes.
16.	Analyse the impact of electronic surveillance on civil liberties and individual freedoms.

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