

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2019

UVC 1503 – NEW MEDIA STUDIES

Date: 01-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART-A

ANSWER THE FOLLOWING.

(10x2=20 Marks)

1. Social Media
2. Digital Divide
3. Cybernetics
4. CMC
5. Anonymity
6. Impersonal Communication
7. Digital Marketing
8. Online Communication tools
9. Netizenship
10. Media Convergence.

PART-B

ANSWER ANY FIVE QUESTIONS

(5x8=40 Marks)

11. Explain the importance and scope of New Media.
12. What is Interpersonal Communication? Explain its Characteristics.
13. What is Cyber Crime? Explain its types.
14. Explain about Keynes Regulation School Theory.
15. What is Virtual community? Explain its advantages and Disadvantages.
16. What are Social Networking sites? Explain its effects among Younger generation.
17. What is RTI? Explain its scope in Public and Private sectors.

PART-C

ANSWER ANY TWO QUESTIONS

(2x20=40 Marks)

18. Elucidate the differences between blogs and wikis.
19. Critically analyze the Impact of New Social Media on Intercultural Adaptation.
20. What is meant by “infobesity”? Explain its general cause
21. Explain the Salient features of the IT Act with case studies.

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