LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – **NOVEMBER 2022**

UVC 1503 – NEW MEDIA STUDIES

Date: 03-12-2022 Dept. No. Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer **ALL** the Questions (2 x 10 = 20)

1. World Wide Web
2. ARPANET
3. Information network
4. Piracy
5. Shadow Identity
6. Phishing
7. Reels
8. Trending
9. Malware
10. Hyperlink

SECTION B

Answer **ANY FIVE** Questions (8 x 5 = 40)

11. Explain New Media with examples.
12. Define CMC and Different types of CMC with examples.
13. Differentiate digital fandom from traditional fandom.
14. Explain digital marketing.
15. Distinguish Information Rich People and Information Poor People.
16. How New media influence society.
17. Clarify "New media promotes online identity theft".

SECTION C

Answer **ANY TWO** Questions (20 x 2 = 40)

18. Analyse the scope and possibilities of YouTube channels.
19. Differentiate Anonymity and Pseudonymity with examples.
20. Justify social media as a useful platform for change.
21. Explain how new media open opportunities for new kinds of business.

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