



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SIXTH SEMESTER – APRIL 2025

16 / 17 / 18UVC6MC04 – NEW MEDIA STUDIES



Date: 26-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Critically analyze the impact of Computer Mediated Communication
2. Explain the key characteristics of a Knowledge Society?
3. Explain the different types of OCT Tools
4. What is Digital Marketing? Give Examples
5. Explain Cyberlaw in detail
6. Do you think social media influencers are powerful? Explain
7. Explain the concept of Identity Fraud
8. Give a detailed note on Internet Addiction Disorder

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Critically examine the psychological effects of social media
10. In the digital era, how children use digital technologies and discuss the concept of smartphone addiction .
11. Explain IT act in Detail.
12. Give a detailed account on Information and Communication Technologies
13. Write about YouTube Algorithms.
14. Explain the role of social media in self-presentation.

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