



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025

UVC 1503 – NEW MEDIA STUDIES



Date: 26-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A K1(CO 1)

Answer ALL the Questions

(10 x 1 =10)

1. Fill in the blanks

- The emergence of the _____ Society signified the shift into the Information Age.
- _____ refers to the habit of excessive use of social media and digital platforms.
- Communication via _____ facilitates interaction through computer-based systems.
- _____ explores human-machine interaction, especially within the scope of artificial intelligence.
- _____ involves building connections online and presenting oneself in a virtual space.

2. Fill in the Blanks

- The term ----- refers to the proper and respectful behavior expected in online interactions.
- Virtual reality (VR) technology is primarily used only for ----- purposes.
- are permanent records of online activities that can impact personal and professional reputations.
- The term ----- describes harmful or aggressive behavior conducted online or through digital devices.
- Online collaboration tools, such as Google Workspace and Microsoft Teams, are exclusively used by -----.

SECTION A K2 (CO 1)

3. Definitions

(10 x 1 = 10)

- Digital Divide
- Cybernetics
- FOMO
- Social Media Monetization
- Virtual Communities

4. Answer the Following

- Explain Knowledge Divide
- Enumerate Digital Break
- Define You tube Algorithms
- Who are Netizens
- Expand CMC

SECTION B K3 (CO2)**Answer any TWO of the following in 100 words****(2 x 10 = 20)**

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|----|---|
| 5. | Discuss about social media communication |
| 6. | Describe the scope of influential marketing |
| 7. | Illustrate virtual community in detail. |
| 8. | Classify the types of technology addiction. |

SECTION C K4 (CO 3)**Answer any TWO of the following in 100 words****(2 x 10 = 20)**

- | | |
|-----|---|
| 9. | Differentiate – Online & Offline Communication |
| 10. | Examine viral marketing. |
| 11. | Outline the Identity theft. |
| 12. | Infer “Problematic smartphone uses leads to Cybercrime” |

SECTION D – K5 (CO 4)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

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|-----|--|
| 13. | Evaluate the role of new media on development of society |
| 14. | Analyse the YouTube Revenue Model |

SECTION E - K6 (CO5)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

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|-----|--|
| 15. | Justify digital media as a catalyst for social transformation |
| 16. | Explain how social media open opportunities for film marketing |

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