

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

MAJOR ELECTIVE COURSE – I: NEW MEDIA STUDIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which one of the following enabled people to nurture their voice and express themselves?
(i) Online Print Media (ii) Online magazine
(iii) Digital Platform (iv) Social Media
2. What does SLACK stands for?
(i) Searchable Location of All Communication and Knowledge
(ii) Searchable Log of All Communication and Knowledge
(iii) Searchable Log of All Content and Knowledge
(iv) Searchable Location of All Content and Knowledge
3. 5G technology transmission speed will be _____.
(i) 100 times faster than 4G (ii) 200 times faster than 4G
(iii) 100 to 1000 times faster than 4G (iv) 200 to 2000 times faster than 4G
4. There are three main target groups that can be well-known in governance concepts are government, citizens, and _____.
(i) Focused groups (ii) Interested groups
(iii) Work groups (iv) Purposive groups
5. What does RMT concept stands for?
(i) Resource Mobilization Theory (ii) Resource Mass Theory
(iii) Relevant Mass Theory (iv) Relevant multi-media theory

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) State the importance of Interactivity and new media communication.
(OR)
b) Describe virtual world? Give example.
7. a) Explain in detail ROIP.
(OR)
b) Elucidate IPTV with suitable example.
8. a) Explain information rich with example.
(OR)
b) Discuss information poor and give suitable example.
9. a) Elucidate ICT. Give an example.
(OR)
b) Summarise cyberspace. Give suitable example.

Cont...

10. a) State the importance of cyborg theory.
(OR)

b) Explain OECD and its roles.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Discuss Information Superhighways as the future of information technology.
(OR)

b) Analyse e-governance is the application of information technology.

12. a) Justify, the Uses and Gratification theory and discuss the effects of the media on people.
(OR)

b) Analyse post-industrialization is an evolution in the history of new media and technology.

13. a) Discuss agriculture is considered to be the most vital sector for ICT intervention.
(OR)

b) Explain the use of ICT in weather forecasting is broad with example.

14. a) Gauge social media activism is an online form of protest or advocacy for a cause.
(OR)

b) Differentiate cyber bullying and cyber stalking with right examples.

15. a) Discuss in detail cyborg's criticism of old-fashioned feminism.
(OR)

b) Discuss Cyberfeminism and Internet technology with suitable example.

Z-Z-Z

END