

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – JOURNALISM AND MASS COMMUNICATION
DISCIPLINE SPECIFIC ELECTIVE-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. Information superhighway also referred as
 - i) Digital technology system
 - ii) Information high system
 - iii) Digital communication system
 - iv) Information transmitting system
2. Post-industrial society is the stage of _____ when the service sector generates more wealth than the manufacturing sector of the economy.
 - i) developing management
 - ii) organization's development
 - iii) society's development
 - iv) developing sectors
3. Which one of the following is related to information rich?
 - i) Sharing and disseminate information
 - ii) A great deal of information
 - iii) Information submission
 - iv) Deal with information gap
4. What does ICT stands for?
 - i) Information and Communism Technology
 - ii) Information and Communist Technology
 - iii) Information and Communication Technology
 - iv) Information and Communication Terminology
5. Which one of the following is not related to Cyber law?
 - i) Court proceedings in the online journal
 - ii) Electronic and digital signatures
 - iii) Data protection and privacy
 - iv) Intellectual property

SECTION - B (15 Marks)

Answer ALL Questions

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

6. a) Discuss on digital divide.
(OR)
b) State the importance of e-governance.
7. a) Explain a brief note on Daniel bell theory.
(OR)
b) Summarize mass media audience.

Cont...

8. a) State the importance of ICT.
(OR)
b) Discuss on information poor?

9. a) What is postmodernism?
(OR)
b) What is constructivism?

10. a) Discuss on Cybercrime.
(OR)
b) Give a brief that why do cyber law is needed?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a) Discuss the importance of different characteristics of technology and how do it impact communication.

(OR)

- b) Discuss the important concepts pertaining to privatisation in India.

12. a) Analyse information society with suitable example.

(OR)

- b) Elucidate uses and gratifications theory is a method to understand why and how people dynamically look for specific media to gratify specific needs.

13. a) Discuss the most important concerns of cultural alienation.

(OR)

- b) Analyse the impact of social media on culture change. Give examples.

14. a) Elaborate the ethical issues in new media research with examples.

(OR)

- b) Explain in detail the influence of Metaverse in India.

15. a) Discuss the importance of cyber law and give examples of some cases.

(OR)

- b) Enumerate the different categories of cybercrime in India.

Z-Z-Z END