

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MA DEGREE EXAMINATION MAY 2025
(Second Semester)**

Branch – JOURNALISM AND MASS COMMUNICATION

MAJOR ELECTIVE COURSE – I NEW MEDIA STUDIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	_____ term describes the merging of different media platforms into a single integrated system. a) Digital Divide b) Convergence c) Fragmentation d) Isolation	K1	CO2
	2	_____ technology allows for the distribution of radio broadcasts over the internet? a) Radio over Internet Protocol b) Internet Protocol Television c) Social Media d) Crowdfunding	K2	CO2
2	3	What is the potential consequence of social media activism? a) Decreased public engagement b) Reinforcement of status quo c) Amplifying voices for social change d) Promoting isolation	K1	CO1
	4	IPTV stands for a) Radio over Internet Protocol b) Internet Protocol Television c) Social Media d) Crowdfunding	K2	CO1
3	5	Which type of society heavily relies on information and knowledge-based industries? a) Industrial Society b) Post-Industrial Society c) Pre-Industrial Society d) Agrarian Society	K1	CO1
	6	_____ is a term used to describe a situation where there is an abundance of information available. a) Information poor b) Information Rich c) Information available d) Information around	K2	CO1
4	7	Digital alienation is the process of exploiting a person's digital life to extract value from their digital activity. a) Reinforcement of gender norms b) Empowerment of marginalized groups c) Digital alienation d) Increased social control	K1	CO2
	8	What is a potential consequence of cyborg feminism? a) Reinforcement of gender norms b) Empowerment of marginalized groups c) Digital alienation d) Increased social control	K2	CO1
5	9	What is the Cyborg Manifesto? a) A theoretical framework b) A science fiction novel c) An essay by Donna Haraway d) A philosophical treatise	K1	CO1

Cont...

