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

 $(10 \times 1 = 10)$

Module	Question	Question	K	<u> </u>
No.	No.	Question	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	COI
	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

5	10	Which theory explores the rela and technology, suggesting a f a) Cybernetics	usion between the two? b) Cyborg Theory	K2	CO2		
		a) Cybernetics c) Social Constructionism	d) Postmodernism			!	

SECTION - B (35 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks

 $(5\times7=35)$

•		ALL questions carry EQUAL Maria		
Module No.	Question No.	Question	K Level	СО
1	11.a.	Define the concept of the Information Superhighway and explain its significance in the context of new media technology.	K4	CO3
-		(OR)		
	11.b.	Discuss the importance of digital literacy in ensuring effective participation in e-governance processes.	K5	CO4
	12.a.	Define Radio over Internet Protocol, Discuss how RoIP differs from traditional radio broadcasting methods.	K4	CO3
2		(OR)		
	12.b.	Discuss IPTV's advantages and challenges compared to traditional broadcast television.	K4	CO4
	13.a.	Discuss the concept of the knowledge gap and digital inclusion.	K5.	CO4
3		(OR)		
	13.b.	What is new media? Explain with one real time example how new media technologies have transformed traditional media industries.	K4	COS
	14.a.	Explain the Concept of the socio-technical paradigm.	K3	CO3
4		(OR)	 	
	14.b.	Analyze the ethical implications of social media. Explain with example.	K5	CO4
	15.a.	Define cyborg theory and discuss its significance in contemporary society.	K5	CO3
5		(OR)		
	15.b.	Discuss, How do gender and race intersect with representations of cyborgs in media and literature.	K6	CO5

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3\times10=30)$

Module	Question	Question	K Level	СО
No.	No.	of the Court of Aircited divide in India	K6	-CO3
1	16	Discuss the effect of digital divide in India.	TT 4	002
	17	Explain Crowdsourcing, Crowd funding, crowd seeding.	K4	CO3
2			K4	CO4
3	18	Explain information overload.	K5	CO5
		Discuss the influence of Social media on culture and		
4	19	society, explain with examples.	K5	CO5
5	20	Explain cyborg science and technology. Explain its effects		
		on medicine and engineering.		