

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 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 describes a national communication network, the term was used mainly in the _____
(i) 1980s (ii) 1990s
(iii) 2000s (iv) 2010s
- 2 An approach to understanding why and how people actively seek out specific media to satisfy specific needs
(i) Two step flow of information (ii) Uses and gratification
(iii) Bell theory (iv) Schiller theory
- 3 Which one of the following is not related to the ICT development technically?
(i) Print Media (ii) Broadcasting
(iii) Telecommunication (iv) Internet
- 4 Relate the following statement: It is increasingly the case that one device can be used to access a wide variety of media.
(i) Audience (ii) Interactivity
(iii) Convergence (iv) Accessibility
- 5 Indian Wireless Telegraphy Act _____.
(i) 1932 (ii) 1933
(iii) 1934 (iv) 1935

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Explain the importance of Technological convergence.
OR
b Sketch the Hilbert's perspective to analyze the digital divide.
- 7 a Discuss Daniel Bell's theory of the information society.
OR
b Analyze the Machlup's five sectors of knowledge economy.
- 8 a Discuss the role of social media in health communication.
OR
b Differentiate information rich and information poor.
- 9 a Explain the use of new media applications with example.
OR
b Discuss in detail the key features of New media.
- 10 a Explain cyber stacking and pedophiles.
OR
b Explain the need for Cyber Law in India.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss the growth and evolution of ARPANET.
OR
b Analyze digital divide during the COVID-19 Pandemic with examples.
- 12 a Elucidate the difference between the concepts data, information and knowledge.
OR
b Explain in detail the concept of the development of postindustrial society.
- 13 a Judge social media as a means to diversity with examples.
OR
b Analyze the knowledge gap in a global context with examples.
- 14 a Discuss the constructivism processes of assimilation and accommodation.
OR
b Criticize postmodernism is an intellectual stance with suitable example.
15. a Discuss the technical aspects of Cyber Laws.
OR
b Elaborate the features of the Information Technology Act, 2000.

Z-Z-Z

END