PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – ELECTRONIC MEDIA

MAJOR ELECTIVE COURSE –I INFORMATION SOCIETY : THEORIES AND TECHNOLOGY

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1   'The Medium is the message' and the electronic media have transformed the world into a 'global village' are theories of whom?
   (i) Jeffrey Cole   (ii) George Gerbner
   (iii) Max McCombs   (iv) Marshall McLuhan

2   The knowledge gap hypothesis was coined by
   (i) A.Donohue   (ii) John paulik
   (iii) Wilbur schramm   (iv) David weaver

3   The different types of communication tools are
   (i) Video conferencing   (ii) Podcasting
   (iii) Webcasting   (iv) All of these

4   Which one of the following is NOT a web browser?
   (i) Firefox   (ii) Facebook
   (iii) Chrome   (iv) Safari

5   NMEICT stands for :
   (i) National Mission on Education through ICT
   (ii) National Mission on E-govemance through ICT
   (iii)National Mission on E-commerce through ICT
   (iv) National Mission on E-learning through ICT

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6   a   Explain the uses and gratification of new media.
                      OR
    b   Classify the new media audience.

7   a   Explain global village.
                      OR
    b   Describe knowledge gap.

8   a   Elucidate Media convergence with example.
                      OR
    b   Justify digital divide.

9   a   Analyse any ICT model in India.

OR

     b   Classify UX and UI.

10   a   Explain the importance of Telehealth and Telemedicine.

OR

     b   Discuss and justify the use of ICT in higher education

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 x 6 = 30)

11   a   Analyze the characteristics of Information society.

OR

     b   Classify the new media.

12   a   'Higher duration of internet use increases depression'. Interpret.

OR

     b   Assess the role of technological determinism in forming Information society.

13   a   Elucidate the role of new media in rural development.

OR

     b   Evaluate the impact and benefits of e-governance.

14   a   Assess the role of ICT in education.

OR

     b   Elucidate the importance of creating e content.

15   a   Analyze the importance of ICT in health sector.

OR

     b   Appraise an e-health initiative in Tamilnadu.

Z-Z-Z   END