

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2024
(Second Semester)

Branch - JOURNALISM & 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	The rapid exchange of information facilitated by digital communication networks is _____. a) Information Superhighway b) Digital Convergence c) Information Overload d) Cyber Space	K1	CO1
	2	The merging of different media platforms into a single integrated system is _____. a) Fragmentation b) Convergence c) Digital Divide d) Isolation	K2	CO2
2	3	A knowledge gap is the difference between the information an employee knows vs. what their organization needs them to know. a) Social Networking b) Information Overload c) Information Rich d) Knowledge Gap	K1	CO2
	4	_____ is the potential consequence of digital isolation. a) Increased connectivity b) Enhanced social cohesion c) Fragmentation d) Strengthened democracy	K2	CO2
3	5	_____ is heavily reliant on information and knowledge-based industries. a) Industrial Society b) Post-Industrial Society c) Pre-Industrial Society d) Agrarian Society	K1	CO1
	6	Which type of audience engagement allows for direct interaction with media content? a) Elite b) Mass c) Specialized d) Interactive	K2	CO2
4	7	What technology allows for the distribution of television content over the internet? a) Crowdfunding b) Internet Protocol Television c) Radio over Internet Protocol d) Social Media	K1	CO1
	8	The process of adapting to and adopting new information and communication technologies. a) Digital Democracy b) ICT Adoption c) Cyber Space d) Social Transformation	K2	CO2
5	9	What concept describes the commodification of information? a) Cyber Space b) Digital Democracy c) Information Commodification d) Social Transformation	K1	CO1
	10	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

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 X 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the concept of the Information Superhighway and its impact on global information exchange.	K4	CO2
	(OR)			
	11.b.	Analyze the social consequences of fragmentation and digital isolation in new media.	K5	CO4
2	12.a.	Discuss the evolution of new media audiences and the factors influencing their behavior.	K6	CO5
	(OR)			
	12.b.	Analyze the role of crowd funding and crowd seeding in shaping new media dynamics.	K4	CO4
3	13.a.	Analyze the impact of social networking on interpersonal relationships in the digital age.	K4	CO4
	(OR)			
	13.b.	Evaluate the implications of the knowledge gap and cultural alienation in the context of new media.	K4	CO5
4	14.a.	Evaluate the pros and cons of social media activism in promoting social change.	K5	CO5
	(OR)			
	14.b.	Analyze the role of cyber space in shaping cultural dynamics in the digital age.	K4	CO4
5	15.a.	Explain the Cyborg Manifesto and its significance in understanding human-technology interactions.	K3	CO5
	(OR)			
	15.b.	Analyze the principles of cyborg feminism and its implications for gender equality.	K4	CO4

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 X 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the Role e-Governance in Bridging the Digital Divide.	K4	CO4
2	17	Explain in detail the effects of AI applications in the media industry. Include an suitable examples.	K4	CO5
3	18	Discuss the influence of social networking in society and tamil nadu culture. With example.	K6	CO5
4	19	Discuss how ICT has transformed the efficiency and connectivity of various sectors like education, healthcare, business, and governance.	K5	CO5
5	20	Discuss how "Cyborg manifesto" impact the boundaries between organic and artificial, human and machine.	K6	CO4