

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2018  
(Second Semester)

Branch – JOURNALISM & MASS COMMUNICATION

NEW MEDIA STUDIES

Time: Three Hours

Maximum: 75 Marks

Answer ALL questions  
ALL questions carry EQUAL marks

- 1 a 'New Media has changed the style of journalism'. Explain.  
OR  
b Describe the term Digital divide. Does it exist in this age of internet?
- 2 a Outline the TRAI's new guidelines on spectrum sharing.  
OR  
b What are the various types of Internet connectivity? Describe them.
- 3 a Explain the web contents preparation and presentation.  
OR  
b What are the basic principles of writing for web? Discuss in detail.
- 4 a Exemplify Daniel Bell's concept of informational character of a society.  
OR  
b With the advent of new media, social networking has changes drastically. Critically examine this statement with examples.
- 5 a Explain the theory of a new media from cultural and political perspectives.  
OR  
b Bring out the differences between Information as Service and Information as commodity.

Z-Z-Z

END