



Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2019**  
**(Career Related First Degree Programme under CBCSS)**  
**Group 2 (a)**  
**Journalism & Mass Communication and Video Production**  
**Vocational Course IX**  
**JC 1671 – Introduction to New Media**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**PART – A**

I. Answer all questions in one sentence.

- 1) VoIP.
- 2) Viral Video.
- 3) LinkedIn.
- 4) Social networking.
- 5) Manuel Castells.
- 6) Blender.
- 7) Desktop.
- 8) MPEG4.
- 9) MOJO.
- 10) EMOJI.

**(10×1=10 Marks)**



## PART – B

II. Answer any **eight** questions in **one** or **two** sentences.

- 11) e-learning.
- 12) Drive.
- 13) Cache.
- 14) Browser.
- 15) Web 2.0.
- 16) Cambridge Analytica.
- 17) Ubuntu.
- 18) Jeff Bezos.
- 19) Water mark.
- 20) Google talk.
- 21) Dataveillance.
- 22) Identity theft.

**(8×2=16 Marks)**

## PART – C

III. Write short essays **each not** exceeding **120** words on **any six** of the following.

- 23) Describe the internet architecture.
- 24) Explain biogosphere.
- 25) Explain fake news in online medium.
- 26) Elucidate about the ethics involved in online content generation.
- 27) Explain the idea and practice of user as content producer.
- 28) What are the major components of a webpage of an online news portal ?
- 29) What is meant by compression ? Cite a few examples.



30) Describe celebrity blogging.

31) Define creative commons.

(6×4=24 Marks)

**PART - D**

IV. Write long essays **each not exceeding 500 words on any two** of the following :

32) Distinguish between new media and traditional media.

33) Describe online journalism with a few specific examples in English and Malayalam.

34) Explain network society.

35) Define storage formats. Cite a few of the formats.

(15×2=30 Marks)

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