



QP CODE: 21000593

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Reg No : .....

Name : .....

**M A DEGREE (CSS) EXAMINATION, MARCH 2021**

**Third Semester**

Faculty of Social Sciences

M A MULTIMEDIA

**CORE - MM500304 - NEW MEDIA: FORM AND CONTENT**

2019 Admission Onwards

A1B2B17F

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. How can we consider social media as a virtual ecosystem?
  2. What is "First Adjustment and Plateau" with reference to the economic context?
  3. Define polycentrality.
  4. Define vertical integration.
  5. What are the changing roles of a journalist?
  6. What are the virtues that a new media user should align to?
  7. How did social media aid "Black Lives Matter" campaign?
  8. "Campaign reporting is no longer the exclusive province of professional journalists." Why?
  9. Define non linear writing.
  10. What are the main points that should be kept in mind while creating news content for new media?
- (8×1=8 weightage)





**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. What do you know about new politics?
12. What is compuserve?
13. What are blogs?
14. Write a note on "interactivity and participation".
15. What is the difference between economic capital and cultural capital in journalism?
16. Comment on attention economy and business in new media era.
17. How does the feature of new media, interactivity, help in curbing corruption?
18. Comment on blogging with examples.

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. What are the changing cultural contexts of privacy?
20. If we develop guardrails, the core elements of democracy will be strengthened. Evaluate this sentence with respect to new media.
21. What are the aspects that we should keep in mind while developing edutainment content for new media?
22. What are the aspects that we should keep in mind while developing promotional content for new media?

(2×5=10 weightage)

