



Register Number:

DATE: 25-11-2020

**ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
B.A. VISUAL COMMUNICATION – V SEMESTER
END SEMESTER EXAMINATION – NOVEMBER 2020
VC 5417: NEW MEDIA PRODUCTION**

Time: 2 1/2 Hours

Max Marks: 70

This question paper has ONE printed page and THREE parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. Write short notes on any FIVE of the following in 100 words each. (5X5=25)

1. Immersive multimedia
2. Web 2.0
3. Data journalism
4. Drone journalism
5. Influencer culture
6. Snapchat and orality

II. Answer any THREE of the following in 300 words each. (3X10=30)

7. What are some of the causes and consequences of the proliferation of fake news on the internet?
8. While photo manipulation has become easier online, it should not be used for journalistic purposes. Do you agree? Discuss using suitable examples.
9. What are the ethical implications of having journalists continually negotiate their public and private personas online? Discuss by analysing the social media policies of any two news sites.
10. How did Google become the internet's ultimate economic surveillance machine and what are the implications of this phenomenon?

III. Answer the following in 500 words. (1X15=15)

11. Critically analyse any social media movement in the recent past. Discuss the virality of hashtag driven movements and how they can be sustained on the ground.
12. How are Facebook's data mining practices directly involved in the disintegration of democratic institutions the world over? Critically analyse by referring to *The Social Dilemma* (2020).