ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MID–SEMESTER TEST: AUGUST 2019
BVOC DIGITAL MEDIA AND ANIMATION – III SEMESTER
VO3319: NEW MEDIA SKILLS

Time - 1 hour   Max Marks - 30

This paper contains ONE printed page and ONE part

I. Answer any <u>five</u> of the following questions in 100 words each.   (5X6=30)

1. Which are the most popular social networks? Explain their uses and limitations.
2. "New Media is often contrasted to old media." Explain with suitable example.
3. What are the different types of convergence according to Henry Jenkins?
4. Explain five established adopter categories according to DOI theory.
5. 'Mobile is an educational tool'. Do you agree with this statement Justify your answer with suitable examples.
6. What is parallax scrolling? What is the impact of parallax scrolling impact on viewers?