



Register Number:

DATE: 24-11-2020

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
B.VOC. VISUAL MEDIA AND FILMMAKING – III SEMESTER
END SEMESTER EXAMINATION – NOVEMBER 2020
VOF: 3219: DIGITAL MEDIA SKILLS

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. Blogging
2. Clickbait
3. Clicktivism
4. LinkedIn
5. Podcasts
6. *The social dilemma*

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

7. Define convergence. Explain the three different types of convergence with suitable examples.
8. Critically analyse the phenomenon of influencer culture as evidenced on Instagram.
9. Discuss how the rise of streaming services and the intensely competitive OTT ecosystem has fundamentally altered television viewing practices. Also explain the defining attributes of cord-cutters, cord-shavers, and cord-nevers.
10. Is there an interrelation between gender and technology? Substantiate your argument using suitable examples.

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

11. How do tech media giants like Google and Facebook exploit their end users by commodifying them? Also explain the steps you would take as a new media practitioner to navigate the increased misuse of user data on the digital realm.
12. What is a digital footprint and why is it pertinent for an aspiring filmmaker to curate their online presence? Explain by doing a social media audit of your own digital footprint.

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