



Register Number:
Date: 31-10-2019

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
V SEMESTER CPE-- END SEMESTER EXAMINATION: OCTOBER 2019
COMMUNICATIVE ENGLISH – MULTIMEDIA JOURNALISM-- CE 5317**

Time- 2^{1/2} hrs

Max Marks- 70

Instructions:

1. This paper is for students of V semester CPE who have opted for the Multimedia Journalism elective.
2. The paper has **THREE SECTIONS** and **TWO** printed pages.
3. You are allowed to use a dictionary.
4. Don't exceed the word limit.

A. Answer ANY ONE of the following in 150 – 200 words. (1x20=20)

1. They say that a picture is worth a thousand words, but is that true? Answer with reference to your experience of reading and creating a photo essay.
2. In features like Snowfall: The Avalanche at Tunnel Creek, there is the use of multimedia. How can one use multimedia to create an experience which adds to rather than disturbs the engagement with the text?

B. Read this excerpt from an article by Andrew Arnold and answer the questions below.

Why YouTube Stars Influence Millennials More Than Traditional Celebrities

For many decades, television was the primary medium where people consumed news and entertainment. It was also how they were marketed to. Almost every commercial featured some celebrity vouching for the greatness of some product or service. And to a degree, this continues today. Neil Patrick Harris is still doing Heineken Beer commercials, and super Bowl ads are replete with celebrities.

But the rise of social media, the dwindling popularity of TV and people's distaste for advertising are prompting a redefinition of the word, "celebrity." Now it is the common folk who are setting the trends and driving opinions, and they are doing it on YouTube.

Millennials are currently the largest consumer demographic with about \$1.3 trillion in buying power as at the end of 2015. This powerful demographic is a choice target for brands, but millennials in large part don't watch TV and don't care much what mainstream celebrities have to say about products or services. They trust their social media tribes and peer-to-peer advice the most.

In a study commissioned by Defy Media, 63% of respondents aged between 13-24 said that they would try a brand or a product recommended by a YouTube content creator, whereas only 48% mentioned the same about a movie or TV star. Businesses are taking notice and turning more to common folk than mainstream celebrities to reach millennials. Interestingly, the influence of YouTube stars on younger folks goes well beyond shopping.

In 2014, Variety commissioned a survey asking U.S. teenagers aged 13-18 to determine the biggest influencers. Specifically, they were asked to rank 20 popular personalities based on approachability, authenticity and other criteria, which the respondents deemed as aspects of their overall influence. In the final ranking, popular YouTubers occupied the top five spots with traditional celebrities like Jennifer Lawrence and Katy Perry settling for lower positions. In 2015, the magazine commissioned this study all over again. Yet, the results have proven to be the same with the top six spots going to popular YouTube stars.

B.I. Answer the following questions in 100-150 words. (4x10=40)

3. A survey of 1000 children conducted by travel company, First Choice, showed that 75% of the children wanted to be vloggers or YouTubers when they grew up. What has made vloggers so popular among this generation?
4. Does the redefinition of celebrity idea in the passage hold good for India also? Explain.
5. Write about a vlog you have enjoyed watching. What is special about this vlog?
6. Is vlogging more popular than television? Answer with reference to your own experience.

C. Pitch a podcast idea for a Bangalore-based online magazine that is focused on secondhand bookshops. This should also include an outline of who/what your sources are going to be. Respond in 100-150 words. (10 marks)
