



Register Number:

DATE:

**ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
BA VISUAL COMMUNICATION – V SEMESTER
END SEMESTER EXAMINATION – OCTOBER 2019
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. Keep strictly to the principles of journalistic writing. 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. Longform
2. Embedded multimedia
3. Edward Snowden
4. Fake news
5. Influencer
6. Sudan protests

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

7. Plagiarism has become a rampant practice online in an era of repurposing content. Discuss the ethical implications of the same using a suitable case study.
8. What were the real life repercussions of Cambridge Analytica's online data mining?
9. 'Mistakes made online are often immortal.' Do you agree? Discuss using relevant examples.
10. Discuss the possibilities and pitfalls of drone journalism.

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

11. Why is Google the best and worst thing to happen to the internet?