

31065

M.A. DEGREE EXAMINATION, OCTOBER 2015.

THIRD SEMESTER

Journalism and Mass Communication

Paper V — NEW MEDIA TECHNOLOGIES

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

SECTION A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Firewall.
2. Cyber crime.
3. Podcasts.
4. Social networking.
5. Blogs.
6. Plagiarism.
7. 2D and 3D animations.
8. Photoshop.

SECTION B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Write about any one programme/message that can be best communicates with the use of new media.

Or

10. List any four ways in which new media can be useful to a student.

11. What is meant by a website? What are niche websites?

Or

12. Discuss the developments in media technology and their effects on production and consumption of print media.

13. Explain the use of graphics and animation in a reality TV show.

Or

14. What do you mean by chroma-key? Explain at length the application of chroma key technique.

15. What do you mean by multimedia? Explain with example various components of 'multi media'.

Or

16. Design a home page for an entertainment website targeting at a specific audience.

