

31063

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2019.

THIRD SEMESTER

Journalism and Mass Communication

Paper – III : SOCIAL MEDIA

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Twitter
2. Multimedia
3. Hyperlinks
4. Citizen journalism
5. Networking
6. Virtual reality
7. Really Simple Syndication
8. Artificial Intelligence

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Discuss the role of social media as a tool of communication in today's world.
Or
10. What is the impact of social media on the mainstream media?
11. What are the various text, photo, audio and video publishing tools available for content creation and sharing on social media?
Or
12. How can social media influence public opinion? Give examples.

13. Discuss the dangers and implications of fake news on social media? How can this menace be tackled?

Or

14. What is the impact of social media on politics and culture?

15. What is the role of new media in people's movements? Give examples.

Or

16. Discuss the impact of new media on culture.

