

Reg. No.:



Name:

University of Kerala

U9297

Second Semester FYUGP Degree Examination, April 2025

Multi-Disciplinary course

ENGLISH

UK2MDCENG102 - New Media and Society

Academic Level: 100-199

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	Name any hashtag campaign that has caught your attention.	RE	1
2	Name the most popular video sharing site in the world Options : A)Spotify B)Netflix C)Youtube D)Disney Hotstar	RE	1
3	Why should no one start blogging from the vacuum, according to Friedman?	UN	3
4	Describe the role of memes in shaping online discourse	UN	2
5	What is the difference between trolling and cyberbullying on social media?	UN	2
6	Define the concept of "immersion" in digital media.	UN	2

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	How does Jane Friedman emphasize the importance of consistency in blogging?	UN	2
8	In what ways does convergence impact the creation and consumption of digital media in today's society?	UN	1
9	How does consistency contribute to the effectiveness of a blog in engaging and retaining readers?	AP	3
10	Imagine you are launching a campaign against environmental pollution. What kind of hashtag would you create, and how would you make it effective?	AP	3

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Demonstrate how hashtags functions in social media conversations. OR B) Compare and contrast the features and user experiences of Spotify and Audible.	AP	3, 1
12	A) Examine how language is used in online communities for communication. OR B) Analyse the role of hashtags in social movements like <i>Me Too</i> and <i>Black lives Matter</i>.	AN	3, 3
13	A) In what ways do you think the characteristics of digital media will evolve in the future, particularly regarding interactivity, convergence, and immersion? OR B) Compare the portrayal of women in Indian webseries and YouTube vlogs.	EV	5, 2
14	A) Compose a set of guidelines for maintaining a positive and safe online community. OR B) How do cultural stereotypes influence the way diverse characters are portrayed in popular media, and what can be done to challenge these stereotypes?	CR	4, 3