

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MID-SEMESTER TEST: AUGUST 2019
BA (VISUAL COMMUNICATION) – V SEMESTER
VC 5417: NEW MEDIA PRODUCTION

Time: 1 hour

Max Marks: 30

This paper contains ONE printed page and ONE part

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

1. Information in the digital age has gone from being fixed to free flowing. Analyse this statement in the context of Snapchat and transformation of orality OR Twitter and the practice of produsage.

2. Online activism is merely a displacement activity for deeper engagement. Do you agree? Substantiate by analysing any prominent social media movement from recent memory.

3. How is immediacy the best and worst feature about publishing on the internet? Discuss with relevant case studies.

4. As a student of visual communication, why is it necessary to examine the impact of new media technologies in everyday life?