

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BENGALURU - 27
I SEMESTER BCA/BVC MID SEMESTER TEST- AUGUST 2018
GENERAL ENGLISH--MEDIA, CULTURE & TECHNOLOGY (GE 114)

Time: 60 MINUTES

Max. Marks: 30

INSTRUCTIONS:

14.8.2018

1. Answer questions according to the section (MCT A/B) to which you have been assigned.
Please mention the section on the front page of your answer scripts.
2. This paper contains **FOUR** printed pages.
3. You will lose marks for exceeding the word limit.
4. You will lose marks for exceeding the suggested word limits.

FOR MCT A - Writing a Personal History for Technology

- I. **Read the following passage titled *Childhood Memories of the '80s and '90s* and answer the following questions.**

This article is completely dedicated to those who have childhood memories of 80s and 90s just like me...

Technology - It was an era when the television and telephone were the only new technology for millions of people. If anybody had any of the above, that person was treated as VIP in the locality. The whole area had only one telephone number and one television. Our phone rang more for the neighbors than the people present in the house.

Later materialized the refrigerator in rich homes of the locality! Those refrigerators preserved all the varieties of food items from entire colony except its owner! For us fridge was best time pass to observe when the light gets off while closing it! We continuously used to open and close its door to check on light until we get scolding from elders of the house!

Tape recorder was another best thing to listen music after radio. We used to download the songs by recording cassettes! It was our task to record funny talks after listening to the songs. At times, we wasted good cassettes by recording our voice! Winding the cassette reel with pencil was an important job!

'*Ramayan*' and '*Mahabharat*' were the epic TV serials which created the record of highest TRP till today all over Asia. Many people bought televisions only for these two serials. Every Sunday tornado of people rushed out of the houses which had television, after these shows, every house was a mini theater during telecast of these epic serials, cricket match and *Chitrahaar* (music number show). Until late 90s, all we had was one channel, DD National and one more channel Metro with limited time. In the name of cartoon we had only few options, on Sundays '*He Man*', '*The Jungle Book*'. In 90's Disney hour daily with two shows '*Duck tales*' and '*Tales Spin*'.

Popular detective show *Karamchand* played by Pankaj kapur, who solved cases by eating carrots. *Byomkesh Bakshi* was another well-liked detective show, later came *Tehkikaat* with Vijay Anand was mesmerizing! Some shows took the heart away of every Indian like – *Malgudi Days*, *Nukkad*, *Dekh bhai Dekh*, *Mr. Yogi*, *Fauji*, *Wagle ki Duniya*, *Yeh jo hai Zindagi* etc.,

Television anthems like DD National's 'Mile sur meratumhara' song and 'Light of Freedom' clipping were heartwarming. Best thing for kids was a cartoon song 'Ekchidiya' based on unity, we loved it because we hardly had any options of cartoons those days.

There was no funda of commercial breaks, ads used to run for 10 minutes before commencing the show. The best commercials were -

'Hum bas itnachahte inhainkiaapbaratiyon ka swagat Pan parag se kijiye!' (Pan parag ad)

'Raju tumharedaant to motiyonjaisechamakrahehain' (Daburlaldantmanjan ad),

'Fevicol ka jodhaitutega' nahi (Fevicol ad)

Onida television ad, its green monster still bear in mind!

There were countless wonderful ads which not only sold the products but touched the hearts of people, so that they are remembered even after 20 years. Today we hardly remember any ads or products. We even forget what we are actually watching in the commercial break!

In 90s cable connection introduced with Zee TV, loved the shows like *Antakshari* and *Hum Paanch*. Today we have around 300+ channels and don't have anything to watch!...

Apart from all Desi shows we also had option to watch Hindi dubbed English shows- Small wonder, Bewitched, Genie in the bottle. Music went loud when Britney Spears 'Oh Baby', Blue- One love , Backstreet boys and Ricky Martin songs made their appearance on television in late nineties.

However, after all these options our television timing was limited for just an hour or two and play time was unlimited.

I call all above true childhood happiness. Although, some part of it is still taking breath in small towns and villages, but it's completely vanished in big towns. I proudly say that we are the last generation of spending the childhood naturally without getting affected by technology. We can operate all the new gen technology and have the memory of wonderful childhood days.

I A Answer the following questions in 100-120 words. (3X10=30)

1. was your childhood experience OF technology different from that of the narrator? If SO, how? If not, why not?
2. Do you think Netflix, Hotstar, Amazon Prime and YouTube have changed our TV viewing experience today? Elaborate.
3. "I proudly say that we are the last generation of spending the childhood naturally without getting affected by technology." Do you think technology has taken away the 'essence of childhood' from the children of 21st century? Elaborate your argument with examples.

For MCT B - Online Lives on Web 2.0

Read the following passage titled *You can tell more about a person from their Facebook page than by actually meeting them* and answer the questions that follow.

We judge people all the time. Research shows that when we first meet someone, we instantly use features such as their attractiveness and facial expressions to form an opinion about how approachable and trustworthy they are.

But what about when our first impression of someone is formed online, for example by looking at a Facebook page? In these instances, we're looking at a specially curated set of information about a person that only shows us what they want us to see. And yet a number of studies suggest that these profiles can often give away even more about someone's personality than actually meeting them.

When psychologists study people's personalities, they typically judge five key traits: extroversion, openness to (new) experiences, conscientiousness, emotional stability and agreeableness. One thing they often do is use questionnaires that measure these traits to compare our personalities with the impressions other people have of us.

These often involve participants rating how far they agree with a series of statements about their characteristics. Questions about extroversion, for example, involve statements such as "I am the life of the party" and "I feel comfortable around people". This produces a total score for each trait, building an overall picture of each participant's personality.

Researchers can also use these questionnaires to judge how people perceive others' personalities. We typically think that extroversion plays a key role in our impressions of others during face-to-face contact. This means that we are more likely to have favourable emotions about a person we have never met before if we perceive them to be extroverted.

In recent years, researchers have also begun comparing our personalities with the impression we give through our Facebook profiles. Research has generally shown that we are remarkably good at using profile pages to make valid judgements of how open to experience people are. We also make fairly accurate judgements about how conscientiousness and extroverted others are.

Facebook provides a different set of markers or cues that allow us to make judgements about people online but that aren't evident or are harder to detect from a first face-to-face meeting. For example, research suggests someone's relationship status, interests, group membership, creative photos and even written vocabulary can help you form valid impressions of their openness.

This is important because if you like someone based on their Facebook profile page, you're likely to like them in the real world. So producing an online profile that has enough cues for people to judge you accurately is particularly important for those instances when first impressions count, such as in online recruitment or dating.

Of course, the limitation of using online profiles to judge someone is that they could just be lying. But usually, Facebook pages and other profiles have a kernel of truth that reveals something we can't always access from meeting someone face-to-face.

I B Answer the following questions in 100-120 words. (3X10=30)

1. How would you describe self-image on Facebook or any other social network? Do you feel it is your authentic self? Justify your response citing relevant instances.
2. Examine the following statement, "Of course, the limitation of using online profiles to judge someone is that they could just be lying. But usually, Facebook pages and other profiles have a kernel of truth that reveals something we can't always access from meeting someone face-to-face." Have you found instances where people are not who they seem to be on social media? Describe one or two of these experiences.
3. Do you agree with the claim made in the passage that the virtual is not just a window but a mirror to the real?