**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session

**B.VOC. VISUAL MEDIA AND FILMMAKING – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**VOF 3221: NEW MEDIA SKILLS**

**Time: 2 Hours Max Marks: 60**

**This question paper has ONE printed page and TWO parts**

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

1. **Write short notes on any THREE in 250 words each. (3X10=30)**

1. Critically comment on influencer culture as seen on Instagram.

2. Explain how YouTube embodies the features of participatory culture.

3. How have SVOD services changed our consumption of traditional television content?

4. Big tech companies are taking over the virtual public square. Explain the aforementioned statement in the context of the arguments presented in *The Social Dilemma*.

**II. Answer any TWO in 350 words each. (2X15=30)**

5. Blogs have moved from a niche format to a well-known and thoroughly international genre of online communication. Do you agree? Discuss how blogging works today and who are its audiences.

6. How is Google the best and worst thing to happen to the internet? Explain in the context of economic surveillance.

7. What is clicktivism? How can it bring about changes in the real world? Discuss using suitable examples.