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

**END SEMESTER EXAMINATION- IV SEMESTER BVC/BCA**

**GE-414 – MEDIA, CULTURE AND TECHNOLOGY (MCT) APRIL 2020**

**TIME: 2 I/2 Hours Max marks- 70**

**INSTRUCTIONS**

1. This paper contains **TWO** printed pages and **TWO** sections.

2. You will lose marks for exceeding word limits.

3. You are allowed to use a dictionary during the examination.

# I. Read the article from, “Digitize Those Memory-Filled Cassettes before They Disintegrate” by David Pogue

I stick out my tongue at everyone who's ever accused me of filming too much. Yes, I was that dad with a camcorder, on every vacation, at every birth, wedding and graduation as my kids grew up. More times than I can count, I've been chastised for “hiding behind that damn machine instead of living the moment” and told that “you'll never even watch those tapes.”

But for decades, all of those people were pretty much correct. Recording video was easy. Watching it, though, was hard. Nobody wants to see raw, unedited home movies—but editing them is a time-consuming pain. So what happens? The world's VCR and camcorder tapes sit, at this moment, rotting in boxes. And I mean rotting. Depending on the storage conditions, magnetic recording tapes might start degrading after 10 or 20 years.

Deep down, your conscience knows that you should rescue them before they're gone. But doing that yourself requires technical expertise, playback equipment you may no longer have, and free time that you almost *certainly* don't have. Sending it all out for conversion is convenient and usually yields better results, but it's pricey—usually $12 to $20 a tape. Worse, and bizarrely, most of today's conversion outfits transfer your old tapes onto DVD-R discs—which *themselves* begin to “rot” in as little as 10 years—instead of digital files that you can store online or on hard drives.

Not all of them, though, so I finally bit the bullet and shipped my 275 audio and videotapes to a company that converts them to digital. When it was all over, I had a hard drive that could have been named “My Life, 1979–2010.” It teemed with neatly labelled folders containing the digital conversions of all those videos. I rapidly fell down a time-suck rabbit hole, double-clicking, fast-forwarding, reliving.

Until you go through it, you can't imagine how powerful an experience this is—the closest you'll ever come to having a time machine. There you are, and your family and friends, in younger days. You see which parts of your character and personality have always been present and which were cultivated as you grew. You may even let yourself off the psychological hook in certain deep-seated ways; maybe you discover you weren't quite the naive doofus you've always imagined you were back then, or you realize some disastrous performance wasn't actually as bad as you remember it.

In digital form, videos are incredibly easy to edit. You can snip out the boring parts in seconds and post to YouTube with a click. I sent notes to old classmates, co-workers and family members, treating them to private YouTube links for resurrected scenes that I knew would delight them. My children were blown away. They're encountering the concept of home movies for the first time, as teenagers. They're fascinated to see their relatives with dark hair and no wrinkles and themselves as tiny tots.

**I A. Answer the following questions in 150 words: (2x10=20)**

1. Many a time, we tend to think of our memories as unique and personal, but to an extent, they are shaped and also shared by those close to us. How do you see this statement is functioning with what the author has mentioned in the article?
2. In the article, the author speaks about preserving the memories digitally. What prompts people to preserve memories digitally?

**II A. Read the note and answer the questions in 200 words: (2x15=30)**

“A city is more than a place to live in, it embodies a dream and the possibilities of a dream. Sometimes a city acquires the status of a myth… Today, Bangalore is a desiccated myth…”

3. What is your definition of a city? Do you think knowing the history of a place is important for survival?

4. Look up the word ‘desiccated’ in the dictionary. Do you agree to the statement that ‘Bangalore is a desiccated myth’? What facets of the city have you archived over the years?

**II B.** **Answer the question in 250 words: (1x20=20)**

5. What are the reasons for the influx of applications that help to stream various forms of media (e.g. Netflix, Amazon Prime, YouTube, iTunes etc.)? What will be the lifespan of such applications with relation to the archiving of media?