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Register Number:

DATE:07-03-2022

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

**BA VISUAL COMMUNICATION – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in March 2022)**

**VC 5417: New Media Production**

**Time: 2 1/2 Hours Max Marks: 70**

**This question paper has ONE printed page and THREE 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 FIVE of the following in 100 words each. (5X5=25)**

1. Non-linear narrative

2. Cancel culture

3. Cambridge Analytica

4. Data journalism

5. Web 2.0

6. Fyre festival

**II. Answer any THREE of the following in 250 words each. (3X10=30)**

7. Explain the terms produsage, gatewatching, and cult of the amateur in the context of Twitter.

8. Fake news is weaponized disinformation. Do you agree? Substantiate using suitable examples.

9. Is clickbait the only way to get the attention of the online audience or does it erode audience trust? Discuss.

10. Katherine Viner posits that the internet has fundamentally altered the relationship between the journalist and the audience. Discuss by using arguments from the article ‘Rise of the reader’.

**III. Answer any ONE of the following in 350 words. (1X15=15)**

11. Explain how Google carries out economic surveillance and commodification of its users.

12. Discuss Facebook and privacy using arguments from Christian Fuch’s ‘Social Media: A critical introduction’.

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