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

**BA VISUAL COMMUNICATION – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**VC 5420: 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. Immersive multimedia

2. Produsage

3. Reels

4. NFTs

5. Influencer culture

6. Snapchat and orality

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

7. Discuss Twitter’s prominence in the contemporary news ecosystem.

8. Explain the features of web 2.O.

9. What are the ethical implications of having journalists continually negotiate their public and private personas online? Discuss by analysing the social media policies of any two news sites.

10. How does Facebook give its users a sense of pseudo privacy?

**III. Answer any ONE of the following in 500 words. (1X15=15)**

11. Critically analyse any social media movement in the recent past. Discuss the virality of hashtag-driven movements and how they can be sustained on the ground.

12. Discuss the economic surveillance and commodification carried out by Google.