**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session

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

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**VOF 3223: New Media Skills**

(For current batch students only)

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

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

**PART A**

**Write short notes on any FIVE in 100 words each. (5X5=25)**

1. Digital immigrant vs digital native

2. Vlogging

3. Podcasting

4. LinkedIn

5. Snapchat

6. Clicktivism

**PART B**

**Answer any TWO of the following in 250 words each. (2X10=20)**

7. How can Instagram be optimized to showcase your work as an aspiring filmmaker?

8. What is Web 2.0? Explain its features.

9. How has X (formerly Twitter) brought about an era of produsage?

**PART C**

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

10. How have the rise of streaming services altered the consumption of television content?

11. How does Google carry out economic surveillance of its users?