



K25P 0818

Reg. No. :

Name :

IV Semester M.A. Degree (C.B.C.S.S. – OBE-Regular)

Examination, April 2025

(2023 Admission)

ENGLISH LANGUAGE AND LITERATURE

MAENG04C14 : New Media Studies

Time : 3 Hours

Max. Marks : 80

PART – A

Answer any 5 of the following in 80 words.

(5×4=20)

1. Define new media and explain its key characteristics.
2. Describe the role of social media platforms in facilitating activism with an example.
3. What is Mobile Journalism (MoJo), and how has it changed digital journalism ?
4. Explain how Twitter has influenced real-time news reporting.
5. How did the *Oscars So White* movement impact cultural representation in media ?
6. What is the significance of *The Danger of a Single Story* in understanding digital storytelling ?

PART – B

Answer any 3 of the following in 150 words.

(3×8=24)

7. Analyse the role of blogging platforms and podcasting in shaping digital journalism.
8. Discuss the impact of new media on political discourse with reference to the US Presidential Elections.

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9. Evaluate the representation of underrepresented communities in digital media with an example.
10. Write a note on how Morgan Neville's *Won't You Be My Neighbor ?* reflects the evolving nature of documentary storytelling in new media.
11. Examine the concept of 'Network Fever' as discussed by Mark Wigley.

PART – C

Answer **any 3** of the following in **300** words.

(3×12=36)

12. Assess the evolution of digital journalism and its implications for traditional news media.
13. Critically analyse the impact of online platforms on minority voices, referring to the *MeToo* movement.
14. Assess how digital storytelling has changed audience engagement.
15. Discuss Nicholas Mirzoeff's concept of 'Network Subjects' and its relevance in digital media today.
16. Evaluate the influence of hypertext and interactivity in shaping modern digital storytelling.