

24U186

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Name : .....

Reg. No : .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

(FYUGP)

**CC24U ENG1 MN102 - THE LANGUAGE OF DIGITAL SPACE: ENGLISH AND NEW MEDIA**

(B.A. English Language and Literature - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain hashtag. [Level:2] [CO1]
2. Discuss any two types of collaborative writing. [Level:2] [CO2]
3. Explain screen time. [Level:2] [CO3]
4. Discuss what engagement metrics is. [Level:2] [CO4]
5. The following is a comment a friend received on her social media handle. Briefly explain whether the comment is appropriate or not. Explain your reason. "If you want respect, you should stop wearing such revealing clothes." [Level:3] [CO3]
6. Discuss the role overview and skills needed for social media managers. [Level:2] [CO4]
7. Describe any two types of online abuse. [Level:2] [CO3]
8. Explain what is meant by "crowd-sourcing" in the context of new media. [Level:2] [CO4]
9. Describe a social media influencer's role in supporting small business. [Level:2] [CO3]
10. Discuss how to maintain authenticity in building a personal brand online. [Level:2] [CO4]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Discuss the importance of digital literacy. [Level:2] [CO1]
12. Assess how the availability of eBooks has impacted reading habits. [Level:5] [CO2]
13. Cite any four examples of how digital media has influenced the socio-political arena in India. [Level:1] [CO1]

14. Go through the paragraph given below. Make it concise with a suitable title for a website. Cooking at home offers numerous advantages for both health and well-being. Preparing meals allows individuals to control ingredients, making it easier to eat healthier. Home-cooked meals are often more nutritious than takeout or processed foods. Cooking can also be a fun and creative activity, providing an opportunity to explore new recipes and flavors. Involving family members in cooking can strengthen bonds and create lasting memories. Additionally, cooking at home can save money, as buying groceries is usually cheaper than dining out. It can also reduce food waste when planned properly. Taking time to cook can be a form of self-care, allowing individuals to unwind and enjoy the process. Overall, cooking at home is a rewarding habit that promotes better health and stronger relationships. [Level:2] [CO4]
15. Cite the advantages of online news portals. [Level:1] [CO1]
16. Explain the concepts of cyber attack and hacking. [Level:3] [CO1]
17. Create a poster for a social media campaign to promote an online course for learning a musical instrument. [Level:2] [CO4]
18. Discuss the current trends in digital story telling. [Level:2] [CO1]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

Answer any *one* question. The question carries 10 marks.

19. Discuss relevant media platforms, focusing on their target users, content creation capabilities, and types of digital interactions they support. [Level:2] [CO1]
20. Write a blog post on tips to manage anxiety and stress. [Level:3] [CO2]

**(1 × 10 = 10 Marks)**

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