

25U174

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Name : .....

Reg. No : .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

(Regular/Supplementary/Improvement)

**CC24UENG1MN102 - THE LANGUAGE OF DIGITAL SPACE: ENGLISH AND NEW MEDIA**

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

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

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

1. Cite four AI platforms for content generation. [Level:2] [CO1]
2. Differentiate between single-author writing and sequential writing in collaborative fiction. [Level:2] [CO2]
3. Explain what constitutes offensive language. [Level:2] [CO3]
4. Discuss the role overview and skills needed for content creators. [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. "You probably just got that job because of your skin color." [Level:3] [CO3]
6. Outline how platforms like YouTube and TikTok support the concept of prosumerism. [Level:2] [CO4]
7. Describe a social media influencer's role in raising awareness. [Level:2] [CO3]
8. Discuss what engagement metrics is. [Level:2] [CO4]
9. Discuss the effects of excessive screen time. [Level:2] [CO3]
10. Explain the key components to consider when someone tries to build a personal brand effectively. [Level:2] [CO4]

**(Ceiling: 24 Marks)**

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

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

11. Discuss different categories of gaming apps with examples. [Level:2] [CO1]

12. Assess how OTT platforms have transformed media consumption with its benefits. [Level:3] [CO2]
13. Analyse the role of digital media in the socio-political arena. [Level:3] [CO1]
14. Go through the paragraph given below. Make it concise with a suitable title for a website. Globalization has interconnected economies, cultures, and societies, facilitating trade and communication across borders. This integration offers numerous benefits, including increased access to markets, ideas, and technologies. However, it also presents significant challenges that must be addressed. Cultural homogenization is a concern, as global brands and media often overshadow local traditions and practices. Economic disparities can widen, leading to inequities between developed and developing nations, where the latter may struggle to compete on a global scale. Additionally, environmental degradation often accompanies globalization, as increased production and consumption lead to resource depletion and pollution. Balancing the benefits of globalization with the need for sustainable practices and cultural preservation is crucial for a harmonious global society. Policymakers must implement regulations that protect local industries and environments while promoting fair trade practices. Furthermore, fostering global cooperation and understanding is essential to address transnational issues like climate change and migration. By navigating these challenges thoughtfully, societies can harness the positive aspects of globalization while mitigating its drawbacks. [Level:2] [CO4]
15. Discuss the advantages of electronic literature. [Level:2] [CO1]
16. Examine how datamining and profiling can affect your online safety. [Level:3] [CO1]
17. Create a poster for a social media campaign promoting a new line of mobile phones. [Level:2] [CO4]
18. Briefly discuss the types of content on social media [Level:2] [CO1]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

19. Review some key digital platforms that are relevant in today's digital landscape. [Level:2] [CO1]
20. Write a blog post on creative hobbies to try for personal growth. [Level:3] [CO2]

**(1 × 10 = 10 Marks)**

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