


<b>Name:</b> <b>Enrolment No:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
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**UNIVERSITY OF PETROLEUM AND ENERGY  
STUDIES**

**Online End Semester Examination, May 2021**

**Course: New Media**  
**Program: BJMC/ BA Digital & Mass Media**  
**Course Code: SMBA 1009**

**Semester: II**  
**Time 03 hrs.**  
**Max. Marks: 100**

**SECTION A**

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q 1	Four Qualities associated to Internet Celebrity are -----, -----, -----, -----	CO3
Q2	Millennials and their relationship with technology is different from other generations because (choose the correct answer): a. Of the time spent on Social Media b. Their experiences are different c. They have grown up with technology d. They are less likely to date	CO4
Q3	Habermas defines Public Sphere as (choose the correct answer): a. society engaged in critical public debate b. society collaboratively making decisions c. society participating actively/passively in conversations d. society using media together	CO3
Q4	The term Web 2.0 was popularized by (choose the correct answer): a. Michael Stevenson b. Berners - Lee c. Tim O'Reilly d. Rheingold	CO2
Q5	Media Theorists critique Instagram as a platform because it: -----, -----, -----, ----- & -----	CO1
Q6	Nicole Cohen who coined the term ----- embeds it in -----, -----, ----- & -----.	CO3

**SECTION B**

- 1. Each question will carry 10 marks**
- 2. Instruction: Write short / brief notes**

Q 1	Dissect the complex relationship between fans & culture in the new participatory media sphere  <p style="text-align: center;">OR</p> YouTube is a good example of a 'Private – Public'. How?	CO1
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Q 2	Write short notes on: 1) Trolling & Social Media 2) Interpersonal Relationships & Social Media	CO1
Q 3	How should platform regulation look like - Substantiate using Tarleton Gillespie's argument	CO2
Q 4	How are the following two concepts related or compared – define briefly. a) Thought Surveillance & Emotion Economy b) Virtual Influencer & Internet Celebrity c) Networked Self & Networked Public	CO3
Q 5	a) 'Over the past decade, a different sort of free has emerged. The new model is based not on cross-subsidies – the shifting of costs from one product to another – but on the fact that the cost of products <i>themselves</i> is falling fast' – Explain. b) 'In the age of the quantified self, all labor can ultimately be measured. The consequences of conscribing our working lives to a series of bar charts and pie graphs will eventually touch all of us whether we like it or not, even if it right now it seems like we have a choice' - Elaborate	CO2
<b>Section C</b>		
<p><b>1. Each Question carries 20 Marks.</b></p> <p><b>2. Instruction: Write long answer.</b></p>		
Q1	Do you agree that Identity is a fluid concept, especially when we associate it to presenting our 'real selves' online? Tabulate how each of the below concepts justify the same: > Identity is a Performance > Truthful Self - Presentation > Impression Management > Technological Determinism > Plandids	CO2