**QP Code: U25DRIS041**

**Reg. No : .....**
**Name : .....**

# ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

**I SEMESTER (FYUGP) DEGREE EXAMINATIONS, NOVEMBER 2025**
**(Regular/Improvement/Supplementary)**
**ENG1MN102 : The Language of Digital Space: English and New Media**
**2024 Admission Onwards**
**(Credits: 4)**

**Time: 2 Hours** **Maximum Marks: 70**

## Section A

*Answer **all**. Each question carries **3** Marks.* ***(Ceiling: 24 Marks)***

1. Define social media.
2. What is self publishing?
3. What are paid promotions?
4. What is a brand story?
5. Mention two words or phrases that have become popularised among new media users.
6. Mention two characteristics of New Media.
7. What are platform technologies?
8. What is digital footprint?
9. What are PPC ads?
10. What is meant by Trending/Viral content?

## Section B

*Answer **all**. Each question carries **6** Marks.* ***(Ceiling: 36 Marks)***

11. What are some strategies that can make news content on online platforms more comprehensive and attractive?
12. Online platforms provide wonderful opportunities for creative expression. Discuss with examples.
13. What is Google Adsense? How can it help you make revenue through creative content? Discuss.
14. How relevent is IPR in the commercial sector? Discuss.

**Turn Over**

15. How can you assure privacy over cyberspace, mention some basic principles.
16. What limitations of traditional media are addressed by New Media? Discuss.
17. Discuss the stages of creating a blog.
18. Discuss the illeffects of excessive digital media consumption in our lives.

## Section C

*Answer **any one**. Each question carries **10** Marks.* ***(1x10=10marks)***

19. What is content based marketing? How is it making it easier for entreprenuers to find their space? Discuss.
20. What is the role of digital media in shaping public perception? Discuss.

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