QP Code: U25C025

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

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

III SEMESTER (FYUGP) DEGREE EXAMINATIONS, OCTOBER 2025
JOU3MN202 : DIGITAL 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. What is a GIF in micro content?
2. Define Web 2.0.
3. What is phishing in cyber crime?
4. Who coined the term “net neutrality”?
5. Mention one advantage of news aggregators.
6. Mention two free audio editing software tools.
7. Define interactivity in digital media with an example.
8. Name any three softwares used for video editing.
9. Define feedback in the context of digital media.
10. Mention two common sound recording techniques used in production.

Section B

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

11. Explain the importance of scripting in digital media production.
12. How has social media transformed participatory storytelling?
13. How has OTT distribution changed the idea of media convergence?
14. Discuss the role of social media in participatory communication.
15. Discuss the advantages of using AI for creating digital content.
16. Discuss the role of digital media in cultural exchange.
17. Explain the role of digital media in political communication.
18. Explain the different forms of digital piracy with examples.

Turn Over

Section C

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

19. Compare the process of editing in text, audio, and video content.
20. Evaluate the impact of piracy on the entertainment industry.

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