

Reg. No.:



Y8201

Name:

University of Kerala

Second Semester FYUGP Degree Examination, June 2026

Multi-Disciplinary course

ENGLISH

UK2MDCENG102 - New Media and Society

Academic Level: 100-199

2024 Admission onwards

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

**Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions**

Qn No.	Question	CL	CO
1	What are some examples of hashtags that have had a significant impact on social or political movements?	RE	3
2	What is the primary characteristic of digital media that distinguishes it from traditional media?	RE	2
3	What is a multi-contributor blog?	UN	2
4	Give two examples of initialism.	UN	1
5	How can social media platforms better support influencers who are victims of online harassment?	UN	2
6	Explain New Media.	UN	1

Part B. 8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	What role do social media influencers play in shaping cultural norms and values, particularly around issues like beauty, body image etc.?	UN	2
8	Explain how hashtags can represent a display of mass allegiance.	UN	1
9	Use examples to show the difference between tokenism and true representation in media.	AP	2
10	Relate global media content to the business model of digital media.	AP	2

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer:7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Compare and contrast the advantages and disadvantages of streaming platforms and traditional Television. OR B) How class is portrayed in media has a huge impact on how we understand and perceive social inequalities. Illustrate.	AP	4, 2
12	A) How do you see the characteristics of interactivity and immersion working together to create more engaging digital experiences? OR B) Analyze the impact of social media influencers on the self-esteem of young audiences	AN	5, 5
13	A) Evaluate the influence of new media in society, quoting concrete examples. OR B) Argue how memes function as propaganda.	EV	4, 2
14	A) Create 3 hashtags for a campaign against drug abuse. OR B) Write a blog post on the topic, "Cyberbullying: The Dark Side of Social Media."	CR	4, 4