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		Register No.	
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024			
(CUFYUGP)			
ENG1 MN102: The Language of Digital Space: English and New Media			
2024 Admission onwards			
Maximum Time: 2 Hours		Maximum Marks :70	
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	What is special about interactive media?		
2	Define digital literature.		
3	What is podcast?		
4	Mention a few gaming apps.		
5	List a few online etiquettes.		
6	What is Digital Detox?		
7	How do social media platforms generate revenue?		
8	How does media help in branding?		
9	What are 'tags' used in digital platforms?		
10	"I can't believe you posted this. You really should consider hitting the gym more often!" This is a comment a friend of ours received on his social media handle. Is there anything wrong with it? Briefly explain.		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Write a note on the shift from passive media consumption to active use and participation.		
12	How digital media can be effectively used in workspace?		
13	Examine the impact of digital media in socio political and cultural arena.		
14	What are the privacy issues in online spaces?		
15	Do you think that Social media activism is the apt way to protest?		
16	Prepare a write up on any social media influencer you follow giving emphasis on the reason why you do so.		
17	Point out two types of content which is popular on social media and analyse the reasons for their virality.		
18	Attempt to outline a poster for your favourite premium car. Use your creativity to make impressive taglines or to develop concepts that are different from the brand's original posters.		

Section C**Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)**

19	<p>Go through the paragraph given below. How will you make it concise and suitable for an online news portal? Make an attempt.</p> <p>The mobile phone industry is witnessing rapid advancements in technology, with innovations that significantly enhance user experience and functionality. One of the most notable trends is the integration of artificial intelligence (AI) across various aspects of smartphones. AI-powered features are now commonplace, from improved camera systems that use machine learning to optimize image quality and enhance low-light performance to voice assistants that understand natural language better than ever. For instance, the latest smartphones utilize computational photography techniques, allowing users to capture stunning images with features like Night Mode, portrait lighting effects, and real-time photo editing. Additionally, AI algorithms are being employed for personalized user experiences, such as adaptive battery management that learns usage patterns to extend battery life and smart notifications that prioritize important messages based on user behavior.</p> <p>Another significant development in mobile technology is the introduction of 5G connectivity, which is revolutionizing how we use mobile devices. With download speeds up to 100 times faster than 4G, 5G technology enables seamless streaming, quicker downloads, and lag-free online gaming. This enhanced connectivity is opening up new possibilities for mobile applications, including augmented reality (AR) and virtual reality (VR) experiences that require high data throughput. Furthermore, the latest smartphones are increasingly designed with foldable and flexible displays, allowing for innovative form factors that enhance portability without compromising screen size. Manufacturers are also focusing on sustainability by incorporating eco-friendly materials and offering modular designs that can be easily repaired or upgraded. As these technologies continue to evolve, they are set to redefine the mobile landscape, providing users with more powerful, versatile, and environmentally conscious devices.</p>
20	Elaborate on any campaigns (political, charity, promotions etc.) you saw on digital platforms. Critically discuss the techniques used to attract the target population.