



K26P 0628

Reg. No. :

Name :

Fourth Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)
Examination, April 2026
(2023 Admission Onwards)
ENGLISH LANGUAGE AND LITERATURE
MAENG04C14 : New Media Studies

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **any five** of the following in **80** words :

- 1) Describe how facebook functions as a social media platform.
- 2) State what is meant by *virtual* and *simulated* aspects of new media.
- 3) Explain how social media influenced first-time voters during the 2019 Lok Sabha elections, according to Metkar and Aade.
- 4) Explain the idea of Ekistics, according to Doxiadis.
- 5) State how the books Chimamanda Ngozi Adichie read as a child influenced the kinds of stories she wrote.
- 6) State how hypertext challenges traditional linear narrative structures in media. (5×4=20)

PART – B

II. Answer **any three** of the following in **150** words :

- 7) Assess how podcasting platforms like *Spotify* operate as forms of digital media, highlighting their impact on communication and content sharing.
- 8) Demonstrate how Roland Barthes anticipated hypertext, according to Peter Krapp.
- 9) Assess the impact of memory and the passage of time on the reliability of witness testimonies in the investigation with regard to “The Alibi” – Episode I of *Serial*.

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- 10) On the basis of the presentation of Fred Rogers in "Won't You be My Neighbor?", state how a documentary filmmaker can balance admiration with critical insight in portraying a public figure.
- 11) Analyse the narrative structure of *My Octopus Teacher* to create awareness about a sustainable and empathetic worldview in the spectator.

(3×8=24)

PART – C

III. Answer **any three** of the following in **300** words :

- 12) Analyse the evolution of new media, and examine how it is distinguished from traditional forms of media.
- 13) Analyse the role of political advertising as a persuasive tool in shaping public opinion and social behaviour in Indian society, with reference to the Swachh Bharat Abhiyan, according to Ananya Singh and Pooja Jain.
- 14) Apply Adichie's arguments to evaluate how media and literature can either reinforce stereotypes or promote diverse representations.
- 15) Analyse how directors Pippa Ehrlich and James Reed employ visual aesthetics, narrative voice and editing to blur the boundaries between personal narrative and environmental documentary. Answer with reference to *My Octopus Teacher*.
- 16) Illustrate how virtual, digital networks create new forms of subjectivity where the "ghost" (invisible data/memory) becomes central to communication and visibility, according to Nicholas Mirzoeff.

(3×12=36)