

**SHIVAJI COLLEGE
UNIVERSITY OF DELHI
DEPARTMENT OF ENGLISH
ACADEMIC YEAR 2023-24
QUESTION PAPER**

FACULTY NAME: ANSHULA UPADHYAY

MARKS:

18

COURSE: Generic Elective

NAME OF THE PAPER: Digital Communication II

Digital Communication

GE ASSESSMENT

1. Email *

2. NAME AND ROLL NUMBER *

3. From which Latin word is 'Digital' derived? 1 point

Mark only one oval.

- ☐ Digitus
- ☐ Digimus
- ☐ Other:

4. What term describes the process of using digital communication technologies to facilitate political activism and social change? 1 point

Mark only one oval.

- ☐ Digital activism Online
- ☐ advocacy
- ☐ Other:

5. What term describes the phenomenon where individuals experience anxiety or distress when they are unable to access their digital devices or social media accounts?

Mark only one oval.

- ☐ Nomophobia
- ☐ Digital addiction Other:
- ☐

6. What term describes the practice of using digital communication technologies to spread false or misleading information with the intent to deceive? 1 point

Mark only one oval.

- ☐ Trolling
 - ☐ Disinformation
 - ☐ Other:
-

7. Which theory suggests that the content individuals are exposed to in the media ¹ point shapes their perceptions of reality?

Mark only one oval.

- ☐ Cultivation theory Social
 - ☐ learning theory
 - ☐ Other:
-

8. What term describes the process of using digital communication technologies to engage in activities such as shopping, banking, and entertainment?

Mark only one oval.

- ☐ Digital consumption
 - ☐ E-commerce
 - ☐ Other:
-

9. Which of the following is an example of a digital communication platform that ¹ point allows users to share and discover news and information through usergenerated content?

Mark only one oval.

- ☐ Reddit
- ☐ Snapchat
- ☐ Other:

-
10. Which concept refers to the idea that individuals tend to conform to the opinions and behaviors of those in their social network, especially on social media platforms? 1 point

Mark only one oval.

- ☐ Social influence Social
- ☐ contagion
- ☐ Other:

11. What term describes the practice of using digital communication technologies to distribute information and resources to a large audience, often for promotional or educational purposes?

Mark only one oval.

- ☐ Content marketing digital
- ☐ dissemination Other:
- ☐

12. Which of the following is an example of a digital communication platform that allows users to create, share, and discover multimedia content? 1 point

Mark only one oval.

- ☐ You Tube
- ☐ Pinterest
- ☐ Other:

13. What term describes the practice of using digital communication technologies to disseminate information and raise awareness about social issues and causes? 1 point

Mark only one oval.

- ☐ Digital Awareness
- ☐ Digital Advocacy
- ☐ Other: _____

14. What binary does a computer use as its language?

Mark only one oval.

- ☐ A,B
- ☐ 0,1
- ☐ Other: _____

15. What does the term "digital divide" refer to in the context of digital communication? 1 point

Mark only one oval.

- ☐ The gap between those who have access to digital technologies and those who don't
- ☐ The difference in communication styles between generations
- ☐ Other: _____

16. Which of the following is an example of synchronous digital communication? 1 point

Mark only one oval.

- ☐ Email
- ☐ Instant messaging
- ☐ Other: _____

17. Which of the following is a potential negative impact of social media on mental health?

Mark only one oval.

- ☐ Cyberbullying
- ☐ Increased social support Other: _____
- ☐ _____

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18. Which of the following is an example of a social media platform primarily used for professional networking? 1 point

Mark only one oval.

Instagram

LinkedIn Other: _____

19. What term is used to describe the phenomenon where individuals feel pressured to constantly check their digital devices for notifications and updates? 1 point

Mark only one oval.

- ☐ FOMO (Fear of Missing Out)
- ☐ Social grooming
- ☐ Other: _____

20. Which concept refers to the idea that the content of communication is influenced by the medium through which it is transmitted?

Mark only one oval.

- ☐ Media richness theory
- ☐ Technological determinism
- ☐ Other: _____

21. What is the term for the practice of using social media platforms to promote products or services? 1 point

Mark only one oval.

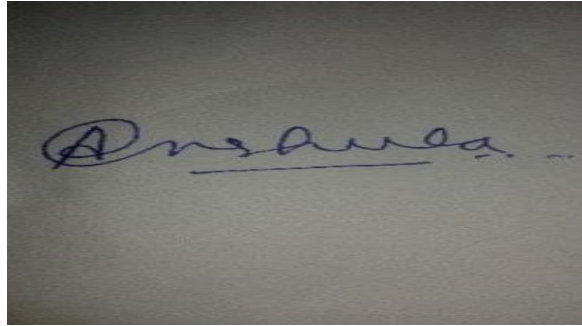
- ☐ Social media marketing
- ☐ Social networking Other: _____
- ☐ _____

22. What term describes the phenomenon where individuals present themselves differently online compared to how they are in offline interactions? 1 point

Mark only one oval.

- ☐ Digital divide
- ☐ Online disinhibition effect
- ☐ Other: _____

FACULTY NAME: ANSHULA UPADHYAY, DEPARTMENT OF ENGLISH

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature is written in a cursive style and appears to read "Anshula". There is a horizontal line drawn underneath the signature.

