



K24U 3584

Reg. No. :

Name :

III Semester B.A./B.Sc. Degree (C.B.C.S.S.-O.B.E.-Regular)
Examination, November 2024
(2023 Admission)

ADDITIONAL COMMON COURSE OF ALTERNATIVE ENGLISH
3A09 AEG : Writing for Digital Media

Time : 3 Hours

Max. Marks : 40

- I. Answer **any one** of the following in about **250** words : (1×8=8)
- 1) How do copyright laws affect creativity and innovation in the digital age, and what are the challenges they face ?
 - 2) Analyse the impact of defamation on social media, examining its legal implications, challenges in enforcement, and effects on individuals and society.
- II. Answer **any one** of the following in about **250** words : (1×8=8)
- 3) Create a Web Content to commemorate World Ozone Day at your college.
 - 4) Prepare a Brochure promoting green initiatives in your college campus.
- III. Answer **four** of the following in a paragraph of about **100** words : (4×4=16)
- 5) How should bloggers approach ethical considerations in their writing, publishing, and interactions with their audience ?
 - 6) Discuss popular models of Citizen Journalism.
 - 7) What are the characteristic features of We Media ?
 - 8) Discuss the process and mechanics of creating and distributing Newsletters.
 - 9) Discuss some popular blogging platforms highlighting their key features.
 - 10) What are the various story structures commonly used in journalism ?
- IV. Answer **any eight** of the following questions in **not** more than **two** sentences **each** : (8×1=8)
- 11) What is Participatory Journalism ?
 - 12) What is the Inverted Pyramid Model ?
 - 13) What is Copyright ?

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- 14) What is the Story Structure ?
- 15) What is Creative Commons ?
- 16) Differentiate between LiveJournal and TypePad.
- 17) Differentiate between Brochures and Flyers.
- 18) What is a Newsletter ?
- 19) How does the language style in email writing differ from other forms of communication ?
- 20) What are some common components of a Newsletter ?

