



K21P 0175

Reg. No. : .....

Name : .....



**IV Semester M.C.J./M.A. Journalism and Mass Communication Degree  
(C.B.S.S. – Reg./Suppl. (Including Mercy Chance)/Imp.)  
Examination, April 2021  
(2016 Admission Onwards)  
MCJ 4C14 : NEW MEDIA AND ONLINE JOURNALISM**

Time : 3 Hours

Max. Marks : 60

**Instructions :** Answer question I and **four** others. **All** questions carry  
12 marks.

- I. Write short notes on **any four** of the following.
  - 1) News portal
  - 2) ARPANET
  - 3) Plagiarism
  - 4) Infographics
  - 5) Digital divide
  - 6) Troll
  - 7) Mojo
  - 8) Hyperlinks.
- II. Write a short note on the history and evolution of internet.
- III. Critically evaluate the advantages and disadvantages of the social media in the contemporary media scenario.
- IV. Discuss the principles of newspaper web designing.
- V. Compare the print and online editions of any one mainstream newspaper in terms of content and design.

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- VI. Write a note on news gathering techniques in online Journalism.
  - VII. Explain the terms 'User generated content', 'media convergence' and 'streaming media'.
  - VIII. Write a short note on the do's and dont's of online journalism.
  - IX. Explain the process of broadcasting. How would you compare it with traditional radio ?
  - X. Explain the different types of blogs and the key features of a blog.
  - XI. Examine the importance of participatory and citizen journalism with the help of suitable examples.
  - XII. Discuss ethical concerns in online journalism.
  - XIII. Analyse with suitable examples the scope and impact of New Media in political campaigns, in the modern global media context.
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