



K23P 3057

Reg. No. :

Name :

I Semester M.A. Degree (CBCSS – OBE – Regular)
Examination, October 2023
(2023 Admission)
JOURNALISM AND MASS COMMUNICATION
MAJMC 01C 04 : Digital Journalism

Time : 3 Hours

Max. Marks : 60

- I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. (5×3=15)
- 1) ICT
 - 2) Multimedia
 - 3) MOJO
 - 4) Augmented Reality
 - 5) Clickbait
 - 6) Vlogging.
- II. Write about essays on **any three** of the following. **Each** answer carries **six** marks. (3×6=18)
- 7) Examine the role of blogs, vlogs, and podcasts in contemporary journalism, and their impact on audience engagement.
 - 8) Explain the key principles of internet protocols and the significance of FTP in online news distribution.
 - 9) Discuss the significance of social media marketing and its role in promoting online news content.
 - 10) Discuss the ethical challenges related to cyber crimes in online journalism and the measures to address them.
 - 11) Evaluate the 90-9-1 rule in the context of online news consumption and user engagement.

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. (3×9=27)

- 12) Discuss the ethical implications of using AI-generated content in digital journalism, focusing on issues of credibility and transparency.
- 13) Evaluate the ethical considerations of utilising user data for targeted advertising in digital journalism.
- 14) Discuss the rise of social media influencers and their impact on shaping public opinion.
- 15) Discuss the implications of digital divide in different regions of the world and its effect on democratising access to online news.
- 16) Assess the future trends in digital journalism and their potential impact on the industry.

