



K16P 0491

Reg. No. :

Name :

IV Semester M.C.J. Degree (Reg./Sup.) Examination, June 2016
(2014 Admn.)

MCJ 4C15 : NEW MEDIA AND ONLINE JOURNALISM

Time : 3 Hours

Max. Marks : 60

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

I. Write short notes on **any four** :

- a) Podcasting
- b) Search engine
- c) Vlog
- d) Cybersquatter
- e) Firewall
- f) ARPANET.

II. Explain the key features of blogs.

III. Discuss the characteristics of internet news headlines.

IV. Explain how hyperlinks are used in online journalism. What are the advantages ?
State the different kinds of hyperlinks.

V. Explain the various aspects of packaging online news.

VI. Discuss new media ethics.

VII. Describe the objectives of designing a news website.

VIII. Compare the print edition and online edition of any one English newspaper.