

D 31033

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Name.....

Reg. No.....

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2022**

(CBCSS)

Journalism and Mass Communication

MCJ 3C 03—ONLINE JOURNALISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

Section A

I. Write short notes on any Four of the following. Each answer carries 2 weightage

- 1 j Query.
- 2 API gateway.
- 3 India Misinformed : The True Story.
- 4 Creative Commons.
- 5 Scroll.in.
- 6 Audioboo.
- 7 Richard Stallman.

(4 × 2 = 8 weightage)

Section BII. Write short essays on any *four* of the following. Each answer carries 3 weightage.

- 8 Explain the difference in management and economics of traditional and digital media news platforms.
- 9 Elaborate the idea and practice of Web Analytics.
- 10 Security and Privacy concerns in the online platform have contradictions within- Share your remarks.
- 11 Content creation is the area nurtured during digital revolution- Examine citing proper instances.
- 12 Discuss the slogan 'Speed versus Accuracy', focussing the contemporary online journalism practices with examples.
- 13 Demystify the concepts i) online news curation ii) information architecture.
- 14 Develop an SEO application strategy for an online sports channel.

(4 × 3 = 12 weightage)

Turn over

Section C

III. Write long essays on any *two* of the following. Each answer carries 5 weightage.

15. Elaborate the online reporting principles with proper examples. Also discuss the trends and limitations.
16. Social media is used as the "second screen" - Critically evaluate the statement. Explain its interplay with various media platforms.
17. Going niche and hyper real are essential for an effective entrepreneurial journalism initiative- Create an online content for a tourism destination and mark the characteristics niche and hyper real.
18. Explain the idea of news aggregation citing an example. Share your thoughts on the argument that aggregation is a controversial practice.

(2 × 5 = 10 weightage)