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Name.....

Reg. No.....

**FOURTH SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2026**

(CBCSS)

Journalism and Mass Communication

MCJ4E01—DATA JOURNALISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- (a) Web scraping.
- (b) Data analytics.
- (c) Location-based services.
- (d) Data reliability.
- (e) Map theory.
- (f) Raw data.
- (g) Open access.

(4 × 2 = 8 weightage)

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

- (a) Write notes on the practice of computer-assisted reporting.
- (b) Discuss the data mining process.
- (c) Explain the various data visualization techniques.
- (d) Discuss the fundamentals of data storytelling.
- (e) Explain the applications of cloud computing in data analytics.

Turn over

- (f) Describe the ethical dimensions of data visualization.
- (g) Discuss the use of data-driven leads in data journalism.

(4 × 3 = 12 weightage)

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

- (a) Discuss the potential benefits and risks of AI driven data analysis in journalistic practice.
- (b) Explain the various steps in the production of data-driven stories.
- (c) Analyse the strengths and limitations of data visualization in journalism.
- (d) Explain the steps journalists can take to ensure the accuracy and reliability of information obtained from open-source data sources.

(2 × 5 = 10 weightage)