

**D 52576**

Name.....

Reg. No.....

**THIRD SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2018**

(CUCSS—PG)

M.C.J.

MCJ 3E 01—WEB JOURNALISM

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

*Answer Question I and four others.*

**Part A**

I. Write short notes on any *six* of the following :

- |                |                       |
|----------------|-----------------------|
| 1. Word press. | 5. Instagram.         |
| 2. Web TV.     | 6. Flickr.            |
| 3. PDF.        | 7. Google Adwords.    |
| 4. Blogs.      | 8. Virtual community. |

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each one carries 6 weightage.*

- II. Discuss the advantages of computer mediated community in a democratic society.
- III. If you are asked to start operation of a website for an organic farmers' association in Kerala, how do you proceed with the implementation of the project. Draw an outline of the homepage of the website and briefly explain about the contents.
- IV. Elucidate the principles of news writing for the web media.
- V. Explain the different types of new media.
- VI. Elucidate the administration of internet.
- VII. Briefly explain the following :
- (a) Types of Internet connections.
  - (b) Internet protocols.
  - (c) Java script.
  - (d) Online ads.
- VIII. Define web journalism and elucidate it's characteristics.
- IX. Write short essays on any two of the following :
- |                                |                          |
|--------------------------------|--------------------------|
| (a) Website design principles. | (c) Editing web content. |
| (b) Cyber ethics.              | (d) Web portals.         |

(4 × 6 = 24 weightage)