

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
APRIL 2020**

Mass Communication and Journalism

JOU 4C 04—DIGITAL JOURNALISM

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. The first type of digital journalism, called teletext, was invented in the UK in the year \_\_\_\_\_.
2. \_\_\_\_\_ was the first commercial web browser.
3. An example for social networking site is \_\_\_\_\_.
4. In electronic communication, \_\_\_\_\_ information is continuous and unbroken.
5. An example for digital storage media.
6. Websites that collect and categorize links from news sources are known as \_\_\_\_\_.
7. Delivering video live over internet is called \_\_\_\_\_.
8. Non-linear medium of information is called as \_\_\_\_\_.
9. XML denotes \_\_\_\_\_.
10. A presentation that combines information and entertainment.

(10 × 1 = 10 marks)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. Define digital media technology.
12. Define interactivity in terms of digital media.
13. What are webpages ?
14. What are the major advantages of media convergence ?

Turn over

15. What is media literacy ?
16. What are the characteristics of online journalism ?
17. What is a hyperlink ?
18. What do you mean by ENG ?
19. What is Citizen Journalism ?
20. What are cybercrimes ?

(8 × 2 = 16 marks)

### Part C

*Answer any six questions.  
Each question carries 4 marks.*

21. Distinguish between digital and analog technologies.
22. Write notes on various types of digital media forms.
23. Write a note on internet media technologies.
24. Discuss the advantages and disadvantages of e-governance.
25. What are the principles of layout for a webpage ?
26. What are the features of cyber culture ?
27. How can we reduce cybercrime in our Society ?
28. Define digital content management. Explain the different forms.
29. Enlist the different types of data used for on-line data journalism.
30. Explain the different stages in effective on-line content writing.

(6 × 4 = 24 marks)

### Part D

*Answer any two questions.  
Each question carries 15 marks.*

31. Trace the history of digital journalism.
32. Explain in detail the skills and qualities required for an on-line journalist.
33. Examine the impact of cyber culture on the youth.
34. Evaluate the strengths and weaknesses of social media as an emerging tool for online news delivery.

(2 × 15 = 30 marks)