



K25P 3508

Reg. No. :

Name :

I Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)
Examination, October 2025
(2023 Admission Onwards)
JOURNALISM AND MASS COMMUNICATION
MAJMC 01C 04 : Digital Journalism

Time : 3 Hours

Max. Marks : 60

PART – A
(Short Answer Questions)

- I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. **(5×3=15)**
- 1) ICT
 - 2) HTTP
 - 3) 90-9-1 Rule
 - 4) Mojo
 - 5) Podcast
 - 6) Augmented Reality.

PART – B

- II. Write short essays on **any three** of the following. **Each** answer carries **six** marks. **(3×6=18)**
- 7) Explain the concept of Digital Divide. Provide examples on ways to overcome the Divide.
 - 8) Evaluate the importance of placing multimedia in news content in the context of digital journalism.
 - 9) Elaborate on Information Technology (IT) Act, 2000.
 - 10) Briefly explain the term 'Clickbait'. How has the rise in clickbait content affected digital journalism ?
 - 11) Define the term cyber crime and discuss the prominent cyber laws in our country.

P.T.O.



PART – C

III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

- 12) Print news and online news differ significantly in their presentation. Differentiate between the writing styles for the two.
 - 13) AI is making headlines around the world. Against this backdrop, explain the concept of Artificial Intelligence with examples. Analyse the potential benefits and drawbacks of this technology.
 - 14) Differentiate between VR and AR. Elucidate the fields in which each technology can be applied.
 - 15) Critically explain the various trends in Digital Journalism.
 - 16) Analyse the prominent cyber security issues plaguing the Internet. Suggest ways to ensure online safety.
-

