

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM**

**FIRST SEMESTER – NOVEMBER 2019**

**PDJ 1501 – DIGITAL JOURNALISM**

Date: 30-10-2019  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART- A**

**I. Answer ALL the questions**

**[10x2=20]**

1. Gatewatching
2. Convergence
3. Curation
4. Web 3.0
5. Niche Media
6. Psychology of reciprocity
7. Tim Berners-Lee
8. Institutional Accountability
9. Discourse Ethics
10. Analog

**PART- B**

**II. Answer any FIVE questions from the following**

**[5x8=40]**

11. 'Mobile is a device of convergence.' Explain.
12. What is diffusion of innovations? How does it affect the spread of a new idea?
13. Explain five pillars of writing for the web with suitable examples.
14. What is the importance of social media in reporting news for the digital era?
15. How does Artificial Intelligence influence journalism? Explain.
16. 'Globalisation is riding an information wave.' Prove or disprove with examples.
17. Explain relevance and importance in the context of Search Engine Optimization (SEO).

**PART- C**

**III. Answer any TWO questions from the following**

**[2x20=40]**

18. How does ethics for digital media differ from that of traditional media? Explain in detail with suitable examples.
19. What are the laws/guidelines that govern media/journalists? If so, is media self-regulated in India? Substantiate.
20. 'Don't hate media, be the media.' Trace the origins of this slogan and explain journalistic significance of the movement it kick-started.

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