

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM****FIRST SEMESTER – NOVEMBER 2022****UDJ 1502 – UNDERSTANDING DIGITAL JOURNALISM**

Date: 03-12-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A**Answer ALL the Questions**

1.	Match the following	(5 x 1 = 5)
a)	2005 - Herbert A. Simon	K1 CO1
b)	BBC - YouTube	K1 CO1
c)	2021 - New IT Rule	K1 CO1
d)	Attention economy - Twitter	K1 CO1
e)	Microblogging - Teletext	K1 CO1
2.	Answer True or False	(5 x 1 = 5)
a)	“Troll” is posting off-topic comments online.	K1 CO1
b)	Citizen journalists lack the ability to separate evidence from speculation.	K1 CO1
c)	iReport is where the public can comment, share, and discuss issues with CNN.	K1 CO1
d)	Jasmine Revolution is a social media-driven revolution	K1 CO1
e)	Content aggregation is the act of bringing together articles on a similar topic.	K1 CO1
3.	Choose the correct answer	(5 x 1 = 5)
a)	Tim Berners Lee is the founder of A. world wide web B. hypertext C. personal computer	K2 CO1
b)	Online journalism also takes advantage of A. shifted time B. reporting time C. Op ed	K2 CO1
c)	Digital journalism is an _____ medium A. Linear B. Interactive C. One way	K2 CO1
d)	A website containing a writer’s own experiences, observations, and opinions. A. Blog B. tabloid C. editorial	K2 CO1
e)	The history of the internet in India started with _____. A. ASNL B. BSNL C. VSNL	K2 CO1
4.	Define the following	(5 x 1 = 5)
a)	Google Ad words	K2 CO1
b)	Gateway pages.	K2 CO1

c)	hybrid newsroom.	K2	CO1
d)	Artificial Intelligence	K2	CO1
e)	SEO	K2	CO1
SECTION B			
Answer any TWO of the following in 100 words			(2 x 10 = 20)
5.	Illustrate the role of mixed journalism amid the digital divide.	K3	CO2
6.	Relate Hijab as a symbol of political dissent.	K3	CO2
7.	Interpret various ways to achieve credibility as a citizen journalist.	K3	CO2
8.	Sketch the homepage for a news website.	K3	CO2
SECTION C			
Answer any TWO of the following in 100 words			(2 x 10 = 20)
9.	Categorize various tools used by modern journalists in making news.	K4	CO3
10.	Compare curation and aggregation.	K4	CO3
11.	Explain the evolution of Digital Media.	K4	CO3
12.	Infer your views on cyberbullying.	K4	CO3
SECTION D			
Answer any ONE of the following in 250 words			(1 x 20 = 20)
13.	Criticize social media and attention economy.	K5	CO4
14.	Summarize digital media ethics.	K5	CO4
SECTION E			
Answer any ONE of the following in 250 words			(1 x 20 = 20)
15.	“No citizen can be prosecuted under Section 66A IT Act: Supreme Court”. Generalize.	K6	CO5
16.	write in detail your opinion on the following statement “Man vs machine: Could AI be the future of journalism?”.	K6	CO5
