



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – APRIL 2024

UDJ 1502 – UNDERSTANDING DIGITAL JOURNALISM

Date: 22-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Match the following

- | | | |
|----|------------------|----------------------|
| a) | Narrowcast Media | - i) Films |
| b) | Social Media | - ii) Posters |
| c) | Print Media | - iii) Seminar |
| d) | Web Media | - iv) Google website |
| e) | Broadcast media | - v) Facebook |

2. Define the following

- | | |
|----|------------|
| a) | Blogging |
| b) | Fact check |
| c) | HTML |
| d) | Twitter |
| e) | Meta |

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. MCQ

- | | | |
|----|--|---|
| a) | Search Engine Optimisation | |
| | a) Frequency and priority of site in search | b) Hosting content in search engine |
| | c) Developing a search Engine | d) None of the above |
| b) | Portals | |
| | a) Gateway of Websites | b) Portraits gallery |
| | c) A static website | d) None of the above |
| c) | The word "blog" is the shorter version of----- | |
| | a) weblog b) weblog c) welog d) vlog | |
| d) | What is the primary purpose of hashtag in social media? | |
| | a) To mark keywords or topics for easy searchability | |
| | b) To indicate sarcasm or irony in a post. | |
| | c) To identify the author of a post | d) To categorize posts based on their sentiment |
| e) | Which of the following is NOT a Social Media Platform? | |
| | a) Facebook b) Twitter c) Instagram d) Google | |

4.	Fill in the blanks
a)	Abbreviation of HTML _____
b)	Abbreviation of PCI _____
c)	Abbreviation of SEO _____
d)	Abbreviation of VSNL _____
e)	Abbreviation of URL _____
SECTION B - K3 (CO2)	
Answer any TWO of the following (2 x 10 = 20)	
5.	Describe the 'impact of social media on society'.
6.	State the scope of online journalism?
7.	Explain Digital Hygiene?
8.	List out any five News portals.
SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	
9.	Analyse the merits and demerits of online journalism
10.	Classify the types of Artificial Intelligence
11.	Give some examples and tell how major social media Platforms generate revenue from Online advertisement
12.	Compare the image of print media and electronic media.
SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	
13.	Discuss the fundamentals of cyber journalism.
14.	Elaborate Digital Media ethics and legalities
SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	
15.	Validate Social media as a tool of citizen journalism
16.	Write elaborately on the following with examples: a) Memes b) Troll videos c) Reels
