



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

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

**FIRST SEMESTER – NOVEMBER 2024**

**PDJ1MC01 – DIGITAL JOURNALISM**



Date: 08-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

**SECTION A – K1 (CO1)**

**Answer ALL the questions**

**(5 x 1 = 5)**

**1 Fill in the blanks**

- ARPANET was an early version of the \_\_\_\_\_.
- The Fourth estate refers to the role of \_\_\_\_\_ in checking the power of the government.
- Multimedia storytelling uses text, images \_\_\_\_\_, and audio.
- Working Journalists Act was formed in \_\_\_\_\_.
- In the attention economy, the goal is to capture people's \_\_\_\_\_.

**SECTION A – K2 (CO1)**

**Answer ALL the questions**

**(5 x 1 = 5)**

**2 True or False**

- Citizen Journalism is typically done by professional journalists.
- The Copyrights act applies only to physical media, such as books and newspapers.
- The World Wide Web was developed as part of the Arpanet project.
- The Deep web is accessible using regular search engines like google.
- Alternative media often focuses on mainstream news and topics.

**SECTION B – K3 (CO2)**

**Answer any THREE of the following**

**(3 x 10 = 30)**

- Make use of the Officials Secrets Act in Indian Journalism to balance national security with public's right to information.
- Identify how 'Mobile is a device of convergence'.
- Apply the concept of the "Attention Economy" to create a successful social media campaign for a news story.
- Identify the types of media ownership and how these ownerships affect press freedom and media diversity?
- Develop your understanding of digital media ethics and legalities.

**SECTION C – K4 (CO3)**

**Answer any TWO of the following**

**(2 x 12.5 = 25)**

- Analyze how the press acted as the "Fourth Estate" during pre-independence India. How did it influence political movements and public opinion.
- Analyze how multimedia elements enhance news storytelling.
- Examine the role of niche sites in catering to specialized interests. Illustrate how they address specific audience needs compared to the mainstream media.
- Classify the ways AI is being used in journalism today. What are the primary applications and their impacts on news production?

**SECTION D – K5 (CO4)****Answer any ONE of the following****(1 x 15 = 15)**

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| 12 | Assess how alternative media provides diverse viewpoints and challenges mainstream media narratives.                               |
| 13 | Evaluate how self-regulation compared to government regulation in maintaining journalistic standards and protecting press freedom. |

**SECTION E – K6 (CO5)****Answer any ONE of the following****(1 x 20 = 20)**

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| 14 | Compile the key stages in the evolution of digital media from the early internet to the present.    |
| 15 | Discuss the major milestones in the history of journalism in India from its origins to the present. |

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