



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	
a) ARPANET was an early version of the _____.	
b) The Fourth estate refers to the role of _____ in checking the power of the government.	
c) Multimedia storytelling uses text, images _____, and audio.	
d) Working Journalists Act was formed in _____.	
e) 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	
a) Citizen Journalism is typically done by professional journalists.	
b) The Copyrights act applies only to physical media, such as books and newspapers.	
c) The World Wide Web was developed as part of the Arpanet project.	
d) The Deep web is accessible using regular search engines like google.	
e) Alternative media often focuses on mainstream news and topics.	

SECTION B – K3 (CO2)

Answer any THREE of the following	(3 x 10 = 30)
3 Make use of the Officials Secrets Act in Indian Journalism to balance national security with public's right to information.	
4 Identify how 'Mobile is a device of convergence'.	
5 Apply the concept of the "Attention Economy" to create a successful social media campaign for a news story.	
6 Identify the types of media ownership and how these ownerships affect press freedom and media diversity?	
7 Develop your understanding of digital media ethics and legalities.	

SECTION C – K4 (CO3)

Answer any TWO of the following	(2 x 12.5 = 25)
8 Analyze how the press acted as the "Fourth Estate" during pre-independence India. How did it influence political movements and public opinion.	
9 Analyze how multimedia elements enhance news storytelling.	
10 Examine the role of niche sites in catering to specialized interests. Illustrate how they address specific audience needs compared to the mainstream media.	
11 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)
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)
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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