



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2024

PDJ1SK01 – COMMUNICATION AND CREATIVE WRITING



Date: 11-11-2024

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 Match the following.

a)	Eye contact	i) sitting or standing upright, with legs uncrossed.
b)	Postures	ii) helps both people focus on the conversation
c)	Tone of voice	iii) smiling or frowning, rolling their eyes, or scowling
d)	Facial expression	iv) how you utilize words or phrases to create an impact on the audience
e)	Gestures	v) thumb up, palm open, make fist, etc

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Definitions

a)	Intrapersonal communication
b)	Feedback
c)	Mock interview
d)	Metaphor
e)	Search Engine Optimisation

SECTION B – K3 (CO2)

Answer any THREE of the following

(3 x 10 = 30)

3	Build the process of communication with the help of a diagram.
4	Develop strategies to ensure participant engagement in a presentation.
5	Identify the benefits of actively participating in mock group discussions.
6	Construct a poem titled “Are Women, Children of a Lesser God?”
7	Develop a social media post for Facebook, Twitter, and Instagram to promote a new digital journalism course.

SECTION C – K4 (CO3)

	Answer any TWO of the following (2 x 12.5 = 25)
8	Distinguish between face-to-face communication and online communication.
9	Explain the four team development stages.
10	Analyse the characteristics of a good drama.
11	Compare formal writing and creative writing. Give examples.

SECTION D – K5 (CO4)

	Answer any ONE of the following (1 x 15 = 15)
12	Recommend strategies for becoming a successful team leader.
13	Evaluate the effectiveness of communication in the digital media era. How do digital platforms change the landscape of communication?

SECTION E – K6 (CO5)

	Answer any ONE of the following (1 x 20 = 20)
14	Compose a detailed note on the strategies of Dananjaya Hettiarachchi that you could adopt to become an effective speaker.
15	Create a blog post summarizing the changing trends in journalism due to the rise of multimedia storytelling. Provide examples of how multimedia elements enhance news stories.

@ @ @ @ @ @ @