



LOYOLACOLLEGE(AUTONOMOUS)CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2024

PDJ3MC01 – SOCIAL MEDIA COMMUNICATION



Date: 07-11-2024

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 True or False

- Digital divide refers to the gap between Instagram users and Facebook users.
- The term podcast was coined by Ben Hammersley in February 2004
- Slander is a false and defamatory attack in oral form.
- Google which owns YouTube, has also taken steps to fight fake news.
- YouTube is the second most visited website in the world, after google search.

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Match the following

- | | |
|--------------|-----------------------|
| a) Netflix | (i) Paul Buchect |
| b) Meta | (ii) Kevin Systrom |
| c) LinkedIn | (iii) Mark Zuckerberg |
| d) Instagram | (iv) Marc Randolph |
| e) Gmail | (v) Reid Hoffman |

SECTION B – K3 (CO2)

Answer any THREE of the following.

(3 x 10 = 30)

- Identify a negative influence of Instagram on youngsters today.
- Develop a script for a social media advertising on third gender equality.
- Choose strategies for effective podcasting.
- Choose three fake news on social media and develop strategies for fact checking the fake news.
- Identify three tactics to verify information online and via social media.

SECTION C – K4 (CO3)

Answer any TWO of the following

(2 x 12.5 = 25)

- Analyze the scope and possibilities of Twitter (X).
- Classify the popular social networking sites and examine their impact on young generation.
- Differentiate between alternative media and mainstream media.
- Analyze the history of blogs and compare blogging with journalistic writing.

SECTION D – K5 (CO4)

Answer any ONE of the following

(1 x 15 = 15)

- Assess the process of monetization in YouTube channels.
- Appraise the functions of social media as a development tool citing quotes.

SECTION E – K6 (CO5)

Answer any ONE of the following

(1 x 20 = 20)

- Develop an article for a blog on any contemporary issue.
- Justify the possibilities of a journalist's personal views from professional ones.

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