

19. (a) What is a story format? Explain its types.

Or

(b) Role of API's in journalism. Discuss.

20. (a) What are the types of online journalism sites?

Or

(b) Create news for different social media networks.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Create a blog about of your choice. Think about the topic in terms of Why? What? Where? When? And How?
22. Elucidate the role of facebook, twitter and whatsapp in spreading fake news.
23. Explain the role of social media editor and their challenges.
24. What is an interactive storytelling? Create a story of your choice that would engage the readers.
25. Explain the advantages and disadvantages of Mobile journalism.

S.No. 3282

P 22 VCCC 1 A

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Visual Communication – Core Choice Course

ONLINE JOURNALISM

Time : Three hours

Maximum : 75 marks

PART A — (20 Marks)

Answer ALL questions.

- I. Choose the correct answer (5 × 1 = 5)
 1. Which among the following is not the Markup Languages?
 - (a) HTML
 - (b) XML
 - (c) XHTML
 - (d) XSL
 2. ICT stands for _____.
 - (a) International Communication Technology
 - (b) Information and Communication Technology
 - (c) Indian Communication Technology
 - (d) International Council of Technology

3. Citizen journalism is also known as _____
 - (a) Street journalism
 - (b) Guerilla journalism
 - (c) Yellow journalism
 - (d) Participatory journalism
4. Which of the following Tamil dailies has an online blog?
 - (a) Hindu Tamil Thisai
 - (b) Maniosai
 - (c) Times of India
 - (d) Deccan Chronicle
5. Which of the following statement is incorrect regarding Google Drive?
 - (a) It is a cloud- based file storage service by Google
 - (b) Files stored on Google Drive cannot be shared
 - (c) It is integrated with Gmail
 - (d) It offers limited free storage

II. Fill in the blanks : (5 × 1 = 5)

6. Webcasting over the internet is _____.
7. Internet is an _____ medium
8. _____ is a Markup language.
9. Mention one fake news that YOU encountered recently-
10. Audible is an _____.

III. Answer the following questions (5 × 2 = 10)

11. List two roles of Twitter in Online journalism
12. What is Audience participation?
13. Write the importance of surveys and polls
14. What is interactive storytelling?
15. List the types of participatory journalism

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain dark web

Or

 (b) Agenda setting power of fake news- Discuss.
17. (a) What is microblogging? How do journalists use it in their day to day lives?

Or

 (b) Explain audio podcast.
18. (a) Explain the types of participatory journalism with examples.

Or

 (b) Discuss in detail about citizen journalism.