

QP CODE: 24018791



Reg No : .....

Name : .....

**M A DEGREE (CSS) EXAMINATION , APRIL 2024**

**Second Semester**

Master of Arts in Journalism and Mass Communication

**CORE - JM010204 - NEW MEDIA AND CYBER JOURNALISM**

2019 Admission Onwards

C3576788

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. Conventional media are rich in variety, readily available and economically viable. Elucidate.
2. Explain web browsers with examples.
3. Discuss the concept of user interface.
4. Discuss the advantages and disadvantages in social media in cultural integration.
5. Explain honey trapping.
6. Discuss the concept of search engine optimization.
7. Explain Digitalization.
8. New media helped the nation during the pandemic in terms of education and administration. Elucidate with examples.
9. Lok sabha election 2014 was all about social media . Elucidate.
10. Define Indecent Representation of Women Act 1986.

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. Difference between online journalism and mobile journalism.
12. Characteristics of online journalism.
13. New media as a tool of cultural hegemony among masses.





14. Explain the difference between tweet and blog.
15. Discuss the latest trends seen in newspaper .
16. Discuss the growth of UPI payments in India.
17. Explain the use of computer mediated communication in Education.
18. Discuss how is internet regulated in India .

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. Describe history of internet radio.
20. Discuss how new media impacts the market economy in India.
21. New media acts as a trusted platform in disseminating health communication messages during COVID 19 pandemic. Comment.
22. New media impacts pop culture in both negative and positive ways. Explain.

(2×5=10 weightage)

