01/12/23

Code No. : 20612 E   Sub. Code : CEVC 51

B.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

Fifth Semester

Visual Communication — Major Elective

WEB JOURNALISM

(For those who joined in July 2021-2022)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Which of the following is an example of user-generated content often utilized in web journalism?

    (a) Press releases

    (b) Editorials

    (c) Social Media Post

    (d) Syndicate Articles

2. What does SEO stand for in the context of web journalism?

    (a) Social Engagement Optimization

    (b) Search Engine Organisation

    (c) Source Evaluation Online

    (d) Search Engine Optimization

3. Which platform allows journalists to publish brief updates, share links and engage with their audience in real time?

    (a) Facebook   (b) Instagram

    (c) Twitter   (d) LinkedIn

4. What term refers to misleading or fabricated information presented as news in order to deceive readers?

    (a) Credible reporting

    (b) Investigative journalism

    (c) Fake news

    (d) Editorial content

5. In web journalism, what is the purpose of using hyperlinks within articles?

    (a) To display advertisements

    (b) To increase word count

    (c) To provide sources and additional information

    (d) To slow down webpage loading

6. What is the term for the process of verifying the accuracy of information before publishing a news story online?

    (a) Link Building

    (b) Fact-Checking

    (c) Data Collection

    (d) Content Curation

7. What term refers to the practice of monitoring social media and online platforms for trends, news and discussions?

    (a) Offline reporting

    (b) Prime media analysis

    (c) Web monitoring

    (d) Social listening

8. Which multimedia format combines audio, images and interactive elements to enhance storytelling online?

    (a) Infographic Carrossel

    (b) Podcast

    (c) Slideshow

    (d) Video Story

9. What is the purpose of using a content management system (CMS) in web journalism?

    (a) To analyse website traffic

    (b) To design website layouts

    (c) To publish and organize digital content

    (d) To edit audio content

10. _____ is a key principle of ethical web journalism.

    (a) Plagiarism of online sources

    (b) Prioritising sensationalism over accuracy

    (c) Proper attribution and source verification

    (d) Publishing content without fact-checking

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the use of new media for journalism.

              Or

     (b) Compare the nature and scope of new media.

12. (a) Write a short note about 'Wire Service Reporting'.

              Or

     (b) Discuss on the new trends in Web Journalism.

13. (a) Discuss about the skills required for a Web Journalist.

Or

(b) Explain the 'Contextual Hyper Linking'.

14. (a) Examine the importance of information and facts in drafting web news.

Or

(b) Judge the impact of combining fact and entertainment in journalism.

15. (a) Analyse the ethics of web journalism.

Or

(b) Discuss the approach of 'Citizen Journalism' with case study.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Evaluate the aspect of credibility in new media.

Or

(b) Elaborate the content curation in new media.

17. (a) Comment on the factuality and sourcing in Digital News.

Or

(b) Write in detail about the Fake News in Digital Media.

18. (a) Connect New media and digital age.

Or

(b) Determine the principles of news in digital news reporting, especially in YouTube and Twitter.

19. (a) Predict the impact of Planning, Managing and Retiring Content for Web.

Or

(b) Explain the elements of Header and Footer in a Website.

20. (a) Discuss in detail about your thoughts on 'Partisan Journalism'.

Or

(b) 'Reporters in the current era must be well-versed in Digital Media'. Justify the statement.

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