

Reg. No

Name

18P436

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2018
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT15 ; NEW MEDIA, FEATURE AND TECHNICAL WRITING
Common For Regular (2016 Admission) & Supplementary (2015 Admission)

Time : Two Hours

Max. Marks: 50

Section A
Answer any 5 (2 marks each)

1. Define ICT.
2. Define Glut.
3. Write a short note on Online journals.
4. Define infographics.
5. Write about Profiles and personality sketches.
6. Write a short note on Entertainment feature?
7. What do you mean by Proof reading?

(2 x 5 = 10)

Section B
Answer any 5 (4 marks each)

8. What are the scope of online journalism?
9. What do you mean by Video on Demand?
10. What do you mean by a back story?
11. Write a short note on online interviewing.
12. What are the qualities desirable in a book-reviewer ?
13. Explain the difference between interviewing celebrity women and interviewing women who are the victims of social systems
14. Write a note on M. J. Akbar.

(4 x 5 = 20)

Section C
Answer any 2 (10 marks each)

15. Explain five challenges of using the web to an online journalist.
16. Basic rules Do's & Don'ts in online writing.
17. Read the book review given below and comment on the subject, relevance and style of the book as discussed in the review.
 PIECE OF CAKE
 BY SWATI KAUSHAL
 REVIEW BY NANDINI LAL
 This novel is a blithe study of relationships at work and at play, in love and out of it. Sporting a believable cast, a linear plot with satisfying twists and a friendly tone that is neither banal nor

syrupe, it explores the chances of landing a promotion and a sexy date and dodging a transfer and an unsuitable suitor.

Minal, endearingly cheerful but earlobeless, loves her work at a company that makes breakfast bars. But at 29, she is desperate enough to be open to neighbours, colleagues and seminally weird boys her khadi-clad mother sends her way. She is also not above letting her mobile phone blast Kambakht ishq during black-tie plays, flushing diamond rings down loos and flinging garbage when romance does not go well. She juggles flippant retorts with flipcharts and PowerPoint presentations wiihpakoras (oily) and four Guptajis from Uttar Pradesh (oilier).

Battling spinster blues and a career nosedive after her advertisement got leaked to a rival company, Minal is on the look out for a bailout knight and the backstabber. She trots out the usual suspects - hunky radio jockey Ali; rich, boring surgeon Sunil who feeds her dreary, five-star spinach meals; and nasty colleague Aman - and jumps to disastrous conclusions. And so do we, till the jaw-dropping denouement. We leave her as she is reinstated in the warm embrace of her firm and gets to cut their famous cake.

Swati Kaushal uses her experiences at IIM-Calcutta and Nestle to present corporate intrigue and tidbits on how the quirky Indian market works. This is a debut that keeps the pages turning, a desi Bridget Jones's Diary without the classic hysterical edge.

(10 x 2 = 20)