

Reg. No

Name

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT15 : NEW MEDIA, FEATURE AND TECHNICAL WRITING
(For Regular - 2018 Admission and Supplementary - 2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. Define ICE.
2. Define Glut.
3. Right to Information Act
4. Define infographics.
5. What do you mean by rhetorical writing?
6. Write a short note on Entertainment feature?
7. Write a short note on the importance of writing descriptions and specifications in Technical writing.

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. Write a short note on E books.
9. Explain the importance of cyber journalism.
10. Write a short note on major news portals in India.
11. Write a short note on online interviewing.
12. Write a short note on relevance of photographs in travelogues.
13. Explain the difference between interviewing a women celebrity and a rape victim.
14. Write a note on the significance of Historical Feature.

(4 x 5 = 20)

Section C

Answer any 2 (10 marks each)

15. An online journalist must be a techno savvy and having news sense : Justify with examples.
16. Explain Basic rules for writing News stories in Online Journalism.
17. You are assigned to prepare a promotional feature for a newly releasing film. What are the aspects need to be included in your feature?

(10 x 2 = 20)