

M. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023**SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P2MCJT08: NEW MEDIA JOURNALISM AND TECHNICAL WRITING***(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

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| 1. | Write about Marundan malayali.com. | (R, CO 2, CO
3) |
| 2. | What was ENIAC? | (R, CO 1, CO 2,
CO 3) |
| 3. | Write a short note on Fifth generation computers. | (Cr, CO 1, CO
2) |
| 4. | What is Point of View Journalism? | (R, CO 2, CO
3, CO 4) |
| 5. | What is input unit? | (R) |
| 6. | What is the full form of FCP software? | (R, CO 2, CO
3) |
| 7. | What is iReport? | (R) |
| 8. | Write a brief note on Super Computer. | (U, CO 2, CO
3, CO 4) |
| 9. | Define social media marketing | (R, CO 2, CO
3, CO 4) |
| 10. | Write briefly on The Cue. | (R, CO 2, CO
3) |
| | | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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|-----|--|---------------------------|
| 11. | What is content strategy ? | (R) |
| 12. | What are the major differences between podcasting and traditional radio? | (U, CO 2, CO
3, CO 4) |
| 13. | Explain about the characteristics of a computer. | (U, CO 1, CO
2) |
| 14. | Explain the must have features of a good online news portal design. | (U, CO 2, CO
3) |
| 15. | Which are the major applications on computers? | (R, CO 1, CO 2,
CO 3) |
| 16. | How will be the news disseminated in the future? | (Cr, CO 2, CO
3, CO 4) |

17. Explain about the pros and cons of Blogging. (U, CO 2, CO 3, CO 4)
18. What is SEO? (R, CO 4, CO 5)
(2 x 6 = 12)

PART C
Answer any 2 questions

Weights: 5

19. What are the essential qualities of a successful online journalist? (R, CO 1, CO 2, CO 3)
20. Explain about the classification of computers based on their sizes. (R, CO 1, CO 2)
21. In your opinion, is it possible for journalists to practice both politics and truthfulness in journalism together? Explain why. (An)
22. Discuss the major content writing tips to enhance your writing. (U, CO 4, CO 5)
(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Understand the concept of new media technologies with special emphasis on the web world with recent trends	U	2, 3, 13, 15, 19, 20	16
CO 2	Describe and explain the implication of new concepts, products and services within the area of Internet and new media	E	1, 2, 3, 4, 6, 8, 9, 10, 12, 13, 14, 15, 16, 17, 19, 20	30
CO 3	Understand and analyses the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks	Cr	1, 2, 4, 6, 8, 9, 10, 12, 14, 15, 16, 17, 19	22
CO 4	Make use of the skills of mobile journalism (use of mobile devices and apps) to gather, produce, and distribute news content	An	4, 8, 9, 12, 16, 17, 18, 22	16
CO 5	Apply the knowledge of basic components, descriptions and process explanations of technical writing	A	18, 22	7

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;