Reg. No ....   Name **24P2049**

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 2 - JOURNALISM AND MASS COMMUNICATION
COURSE : **21P2MCJT08 - NEW MEDIA JOURNALISM AND TECHNICAL WRITING**
(For Regular 2023 Admission and Improvement/Supplementary 2022/2021 Admissions)

Duration : Three Hours   Max. Weights: 30

PART A
Answer any 8 questions   Weight: 1

1.	Explain about Open Source Journalism.	(U)
2.	Define Visual Journalism.	(R, CO 2, CO 3, CO 4)
3.	What are storage units?	(R, CO 1, CO 2)
4.	What is Asiaville Interactive?	(R, CO 2, CO 3)
5.	What is a scanner?	(R)
6.	Define Automated Insights Software	(R, CO 2, CO 3, CO 4)
7.	What is computer literacy?	(R, CO 2, CO 3, CO 4)
8.	What is YouTube?	(R, CO 2, CO 3, CO 4)
9.	Write about IBM.	(R)
10.	Explain about Linux.	(U, CO 1, CO 2)

(1 x 8 = 8)

PART B
Answer any 6 questions   Weights: 2

11.	Explain about Microsoft Windows	(U, CO 2, CO 3)
12.	Explain about system software	(U, CO 1, CO 2, CO 3)
13.	'Comments part is something very important in website design'. Explain.	(U, CO 1, CO 2, CO 3)
14.	What is technical writing? Explain its characteristics.	(R, CO 4, CO 5)
15.	Which are the major paradigm shifts happened in media?	(U, CO 2, CO 3, CO 4)
16.	Explain about the Pros and Cons of Vlogging.	(U, CO 2, CO 3, CO 4)
17.	Which are the major types of content writing?	(R, CO 4, CO 5)
18.	What are news values? Do they play a significant role in selecting news for the newspaper? Explain.	(U, CO 2, CO 3, CO 4)

(2 x 6 = 12)

PART C
Answer any 2 questions   Weights: 5

19. Discuss the essential qualities needed for content writer. (Cr, CO 4, CO 5)

20. In the era of information explosion, how do you visualize the use of internet? Elaborate. (E, CO 1, CO 2)

21. If you get an opportunity to start a blog which subject would you select? Give your justification for the choice. (Cr, CO 2, CO 3, CO 4)

22. News about environment and other social problems should get more importance in news media. What is your opinion? (E, CO 1, CO 2, CO 3)

(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	3, 10, 12, 13, 20, 22	16
CO 2	Describe and explain the implication of new concepts, products and services within the area of Internet and new media	E	2, 3, 4, 6, 7, 8, 10, 11, 12, 13, 15, 16, 18, 20, 21, 22	34
CO 3	Understand and analyses the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks	Cr	2, 4, 6, 7, 8, 11, 12, 13, 15, 16, 18, 21, 22	27
CO 4	Make use of the skills of mobile journalism (use of mobile devices and apps) to gather, produce, and distribute news content	An	2, 6, 7, 8, 14, 15, 16, 17, 18, 19, 21	24
CO 5	Apply the knowledge of basic components, descriptions and process explanations of technical writing	A	14, 17, 19	9

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