

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2026**SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P2MCJT08 : NEW MEDIA JOURNALISM AND TECHNICAL WRITING***(For Regular 2025 Admission and Improvement/Supplementary 2024 Admission)*

Time : Three Hours

Max. Weights: 30

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

1. Define cardboard VR. (R)
2. Prepare a short note on Fourth generation computers. (Cr)
3. What is mac? (U)
4. Elucidate the role of media in our Society. (U)
5. Define street journalism. (R)
6. What is Microsoft PowerPoint. (R)
7. onmanorama.com (R)
8. Explain the use of multimedia technique in program production. (U)
9. What is micro blogging? (R)
10. What are Snapchat Spectacles? (R)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. What is SEO and why is it important for online businesses and websites? (U)
12. Write a note about your favourite vlog. (Cr)
13. How to make an online website more attractive? (U)
14. What are the key elements of a technical report, and how do they contribute to effective communication of technical information. (U)
15. Prepare a short note on Second generation computers. (Cr)
16. "No artificial intelligence can replace editor's brain" Elaborate. (E)
17. What is the future Citizen Journalism? (R)
18. Which are the possibilities of mobile journalism? (R)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. Can celebrity life style stories be covered as news items or should this be described as sensationalism? Discuss. (E)
20. In your opinion what are the de-merits of news websites in India? (E)
21. News about environment and other social problems should get more importance in news media. What is your opinion? (E)
22. Discuss the importance of technical writing in the development of crisis communication plans including emergency response plans and disaster recovery plans. (U)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;