

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM**

**SECOND SEMESTER – APRIL 2022**

**16/17/18UDJ2MC01 – DIGITAL JOURNALISM**

Date: 16-06-2022

Dept. No.

Max. :100 Marks

Time: 01:00-04:00

**SECTION A**

**Answer ALL the Questions**

**(10 x 2 = 20 Marks)**

1. Analog.
2. Convergence.
3. Web 2.0.
4. ABC.
5. Encryption.
6. Globalization.
7. Aggregation.
8. EM Rogers.
9. Discourse ethics.
10. Johannes Gutenberg.

**SECTION B**

**Answer any FIVE of the following in 150 words**

**(5 x 8 = 40 Marks)**

11. Write on the key differences between print and internet based media, with apt examples.
12. Describe the importance of mobile in the evolution of digital media.
13. How does Web 3.0 differ from Web 1.0? Provide apt examples.
14. What does it mean by 'multi-media skills? Explain.
15. Explain any three impacts of globalization on the media.
16. List the ethics of digital media and explain their relevance.
17. How does aggregation help journalists do stories without going to the field? Cite examples.

**SECTION C**

**Answer any TWO of the following in 250 words**

**(2 x 20 = 40 Marks)**

18. Write in detail on Diffusion of Innovation theory and how it applies for media.
19. Describe your view on the following statement: "News lands in the public domain, even before reporters could reach the spot."
20. List the difference between accuracy and clarity in journalism, with examples.

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