



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2022

PDJ1MC01 – DIGITAL JOURNALISM

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION - A

Answer ALL the Questions

1 Define the following (5 x 1 = 5)			
a)	Press Information Bureau	K1	CO1
b)	Content curation	K1	CO1
c)	Citizen journalism	K1	CO1
d)	Defamation Act	K1	CO1
e)	Accuracy of news	K1	CO1
2 Fill in the blanks (5 x 1 = 5)			
a)	The process of creating a distinct identity for a business in the mind of your target audience and consumers is _____.	K2	CO1
b)	A person who receives a publication regularly by paying in advance is called as _____.	K2	CO1
c)	A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style is _____.	K2	CO1
d)	Expansion of 'www' is _____.	K2	CO1
e)	Section 499 of the Indian Penal Code, 1860, defines _____ and its exceptions.	K2	CO1

SECTION - B

Answer any THREE of the following in 500 words (3 x 10 = 30)			
3	Show the merits and demerits of digital media.	K3	CO2
4	Prepare a detailed note on Press as the Fourth Estate.	K3	CO2
5	Interpret Working Journalist Act.	K3	CO2
6	Demonstrate the concept of 'digital manipulation'.	K3	CO2
7	Illustrate multimedia storytelling.	K3	CO2

SECTION - C

Answer any TWO of the following in 500 words (2 x 12.5 = 25)			
8	Differentiate between reader and subscriber.	K4	CO3
9	Analyse immediacy and accuracy in digital media.	K4	CO3
10	Appraise about the sources of news.	K4	CO3
11	Explain the Official Secrets Act.	K4	CO3

SECTION - D

Answer any ONE of the following in 1000 words

(1 x 15 = 15)

12	Evaluate live blogging and real time reporting.	K5	CO4
13	Assess the nature and function of alternative media.	K5	CO4

SECTION - E

Answer any ONE of the following in 1000 words

(1 x 20 = 20)

14	Write about the role of press during and after emergency.	K6	CO5
15	Compile the ethics and legalities of digital media.	K6	CO5

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