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| QP CODE: D2BJM2402 | | (Pages: 2) | | Reg. No : | |
| | | | | Name : | |
| SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025 | | | | | |
| MINOR COURSE | | | | | |
| JOU2MN104 : CONVERGENT JOURNALISM | | | | | |
| (Credits: 4) | | | | | |
| Time: 2 Hours | | | Maximum Marks: 70 | | |
| Section A | | | | | |
| Answer the following questions. Each carries 3 marks (Ceiling: 24 marks) | | | | | |
| 1. | Explain the concept of Echo Chamber in a digital environment. | BL1 | CO1, CO2 | | |
| 2. | Describe the role of audience interaction in digital storytelling. | BL2 | CO2, CO3, CO4, CO5, CO6 | | |
| 3. | Differentiate between data visualization and infographics. | BL2 | | | |
| 4. | What are the key challenges of convergent journalism? | BL2 | CO1, CO3, CO4 | | |
| 5. | Differentiate between traditional and convergent journalism. | BL3 | CO1, CO2 | | |
| 6. | Explain the role of citizen journalism in digital media. | BL2 | CO1, CO2 | | |
| 7. | How is HTML and CMS different? | BL2 | CO2, CO3, CO4, CO5, CO6 | | |
| 8. | Analyze the role of search engine optimization (SEO) in enhancing online visibility for news content. | BL2 | CO1, CO2, CO3, CO4, CO5 | | |
| 9. | What are the ethical concerns with augmented reality in journalism? | BL2 | CO1, CO3, CO4 | | |
| 10. | How does multimedia storytelling enhance news presentation? | BL3 | CO2, CO3, CO4, CO5, CO6 | | |
| Section B | | | | | |
| Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks) | | | | | |
| 11. | Explain how digital platforms have reshaped news production. | BL3 | CO1, CO2 | | |
| 12. | What are the ethical concerns surrounding deepfake technology? | BL4 | CO2, CO3, CO4, CO5, CO6 | | |
| 13. | Explain how interactive storytelling can be used to personalize the news experience for individual users. | BL2 | CO1, CO3, CO4 | | |
| (PTO) | | | | | |

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| 14. | Discuss the challenges of integrating new technologies like VR and AR into traditional newsroom workflows. | BL4 | CO1, CO3, CO4 |
| 15. | Discuss the impact of social media algorithms on journalism. | BL2 | CO1, CO2, CO3, CO4, CO5 |
| 16. | Discuss the advantages and disadvantages of convergent journalism. | BL3 | CO1, CO2 |
| 17. | How do mobile devices support multimedia reporting? Discuss the challenges of mobile journalism. | BL2 | CO2, CO3, CO4, CO5, CO6 |
| 18. | What are the best practices for engaging audiences on digital platforms? | BL3 | CO1, CO2, CO3, CO4, CO5 |

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

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| 19. | Assess the future of newsrooms in the context of convergence and evolving digital technologies. | BL2 | CO1, CO2, CO3, CO4, CO5 |
| 20. | Discuss how interactive storytelling is transforming audience engagement in journalism. | BL3 | CO1, CO3, CO4 |

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)