

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2023**(Regular/Improvement/Supplementary)****MASS COMMUNICATION****GBCJ6B13T: ONLINE JOURNALISM****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 25 Marks)****Write short notes on:**

1. Leonard Kleinrock
2. USENET
3. Convergence
4. Universality
5. Search engine
6. HTTP
7. *StumbleUpon*
8. Blogroll
9. Vlog
10. Sharing Economy Networks
11. Identity theft
12. Online advertisement
13. Digital TV
14. Technical writing.
15. Caution note

SECTION B: Answer the following questions. Each carries *five* marks.**(Ceiling 35 Marks)**

16. What is internet? Discuss its use in today's scenario.
17. Give a note on the different attributes of internet.
18. What are the major differences between conventional media and new media?
19. Aesthetics has a key role in online journalism. Elucidate.
20. What is blog? What are the different types of blogs?
21. What are the characteristics of video hosting sites?
22. Discuss the different types of cybercrimes.
23. What is podcasting? What are the different types of podcasts?

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Explain the features of online journalism.
25. What is the future of print media in this era of online journalism?
26. Describe different e-groups along with their services.
27. Technical communication is essential for a modern man to survive in his professional environment. Do you agree with this statement? If so, give reasons.

(2 x 10 = 20 Marks)