

**D6BJM2202**

**Reg. No.....**

**Name: .....**

**SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2025**

**(Regular/Improvement/Supplementary)**

**JOURNALISM & 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. Kevin Systrom and Mike Krieger.
2. Joseph D Chaplin.
3. Web pages.
4. Rediff.com.
5. Navigation bar.
6. Online documentation.
7. Augmented Reality.
8. Voice interfaces.
9. Bing results to RSS.
10. Google Reader.
11. Personal blog.
12. Search Engine Optimization.
13. Many to one model.
14. Digital video broadcasting.
15. Friendster.

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 35 marks)**

16. “Inadequate feedback system will effect online journalism” do you agree?  
Substantiate your view points.
17. Write about the structure of user manual.

**(PTO)**

18. Delineate the importance of cyber culture and regulations in online journalism.
19. Discuss with relevant example the writing style and packaging of online news.
20. What are the characteristics of online advertisement?
21. Write a note on e-governance in India.
22. What are the different types of technical documents?
23. Explain the use of multimedia technique in programme production.

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

24. Define IT Act of India 2000. Explain the characteristic of this act with suitable example.
25. Compare print and online edition of any one of mainstream newspaper in terms of content and design.
26. Elaborate the role of internet as a medium of communication.
27. Discuss how writing for the web is different from writing for the print or broadcast medium?

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