

D6BJM2302

Reg. No.....

Name:

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2026

(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. DARPANET.
2. Cyberstalking.
3. Infographics.
4. WWW.
5. Web browser.
6. Cyberspace.
7. Hyper textuality.
8. Immediacy.
9. Vodcasting.
10. Convergence.
11. Hyperlink.
12. Gatekeeping.
13. UI – UX.
14. Multimedia Story Package.
15. White Papers.

(PTO)

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

(Ceiling 35 marks)

16. Explain the significance of technical writing in the digital world with an example.
17. Discuss the importance of navigation bars in web pages and its role in news portals.
18. Explain the aspects and role of aesthetics in online journalism.
19. Critically analyse the role of an online journalist/reporter in 'annotative reporting'.
20. Discuss the benefits and challenges of real time feedback in online journalism.
21. Explain the types of e-governance interactions and, by quoting an example, discuss the importance of e-governance in India.
22. Delineate the concept of 'Shifted time' with reference to online journalism.
23. Evaluate the role of trolls and memes in political communication with an example.

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

24. In an era where independent online commentators and bloggers criticise, correct and challenge the conventional gatekeeping monopoly of traditional mass media, discuss how online journalism and online media platforms benefit users/audiences.
25. Drawing upon the concepts of online journalism, discuss the benefits and threats of online anonymity.
26. Delineate the different forms of online advertisements and explain their advantages.
27. "...there is no such thing as objective journalism. The phrase itself is a pompous contradiction in terms..." (Hunter S. Thompson). Discuss the given statement by drawing upon the concept of subjectivity and objectivity of facts in online journalism.

(2 × 10 = 20 Marks)