

TM242135A

18.4

Reg. No : .....

Name : .....

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024

2023 ADMISSIONS REGULAR

SEMESTER II - M. A. Journalism and Mass Communication

CE2C09TM - New Media and Cyber Journalism

Time : 3 Hours

Maximum Weight : 30

**Part A**

**I. Answer any Eight questions. Each question carries 1 weight**

**(8x1=8)**

1. Briefly explain citizen journalism.
2. Expand TRAI and list down any two of its objectives.
3. Define technological determinism.
4. Define net neutrality.
5. Define digital marketing.
6. Expand OTT and define the same.
7. Write a short note on AI.
8. Write a short note on community radio.
9. Explain hacking.
10. Define ethical porn.

**Part B**

**II. Answer any Six questions. Each question carries 2 weight**

**(6x2=12)**

11. Describe the process and principles of writing for new media.
12. Explain the tools used for interactivity in new media spaces.
13. Compare the extent of interactivity in traditional media and new media.
14. Examine the impact of social media on the socio-political thinking of modern society.
15. "Social media as a tool of citizen journalism". Discuss.
16. Discuss the changes in tabloid journalism with respect to the rise in the popularity of social media.
17. Explain the differences in reportage between a news app and other media with an example.
18. Examine the reasons behind the high rate of cybercrimes in India. Validate your point with examples.

**Part C**

**III. Answer any Two questions. Each question carries 5 weight**

**(2x5=10)**

19. "Cybermedia has given a new dimension to journalism". Discuss in detail with relevant examples.
20. Examine the importance of participatory and citizen journalism with the help of suitable examples.
21. Social media is now considered the most effective tool for political communication. Validate the statement with examples.
22. Discuss the scope of the Internet and web technologies in e-commerce in India.

