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ALL SAINTS COLLEGE LIBRARY
No.
TRIVANDRUM

L – 2634

Reg. No. : .....

Name : .....

Fourth Semester B.A. Degree Examination, May 2021

Career Related First Degree Programme under CBCSS

English and Communicative English

(Vocational Course)

CG 1471 : PRINT AND ONLINE WRITING

(2019 Admission Regular)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a word or sentence.

1. What is Interactivity?
2. Explain Op-ed page.
3. What is the meaning of the term 'Proximity'?
4. What is the significance of Article 19(1) (a) of the Indian Constitution?
5. The importance of ARPANET.
6. Who is Swaminathan Sadanand?
7. What is Lead?
8. Who is Tim Berners Lee?

P.T.O.

9. Explain the term 'Kicker.'

10. Importance of Stylebook.

(10 × 1 = 10 Marks)

II. Answer **any eight** questions, **each** in a short paragraph not exceeding **50** words.

11. What is cyber culture?

12. The difference between www and Internet.

13. The chief characteristics of online journalism.

14. Define Big data.

15. What is the structure of a good headline?

16. Explain the term 'Gate keeping.'

17. What is hyperlink?

18. Explain the differences between 'libel' and 'slander.'

19. What is meant by inverted pyramid style of news writing?

20. What are the types of leads?

21. What are portals?

22. The ingredients for a news story.

23. Explain Podcasting and Vodcasting.

24. Define blogging.

25. What is participatory journalism?

26. Expand DARPA.

(8 × 2 = 16 Marks)

III. Answer **any six** questions. **each** in a paragraph, not exceeding **100** words.

27. Explain the strengths and limitations of Social Media Platforms.

28. Discuss the role played by Malayalam newspapers in enhancing the nationalist movement in India.

29. What are the ethics to be followed by the investigative reporter?

30. Define blog, portals and sites.

31. 'News is what the newsman writes.' Comment.

32. Explain the roles and responsibilities of a political reporter.

33. What are the recommendations of the First Press Commission of India?

34. Discuss in detail the contribution of Raja Ram Mohan Roy towards Indian Journalism.

35. What are the impacts of new media on Indian audience?

36. How are editorial content and public connectivity interconnected in citizen journalism?

37. Write a short note on online content production.

38. Define media convergence and multimodality.

(6 × 4 = 24 Marks)

IV. Answer **any two** questions, **each** in about **300** words.

39. Critically review any four Malayalam news websites.

40. What was the role played by press in the post and pre independence periods?

41. Trace the history of Internet as a medium of communication and its impact on journalism.

42. What are the ethical issues of online journalism? Compare Indian online news production strategies and ethics.

43. What are the different types of news reporting? Illustrate with examples how investigative reporting is carried out.

44. Discuss the major laws on cyber crimes in India.

(2 × 15 = 30 Marks)
