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S – 7395

Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, February 2024

First Degree Programme Under CBCSS

Double Main Programme

English and Media Studies

Core Course

ENM 1543 : DIGITAL MEDIA – BASIC THEORIES AND PRACTICES

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Explain the following questions in **one** or **two** sentences.
1. Internet radio
 2. Interactivity
 3. News Portal
 4. Android
 5. Homepage
 6. Hyperlink
 7. You Tube
 8. Browser

P.T.O.



9. Cookies

10. Fold

(10 × 1 = 10 Marks)

II. Write short notes on **any eight** questions from the following in a paragraph.

11. E – governance

12. Data Journalism

13. Reach

14. SEO

15. Social account Management

16. Online Newspapers

17. CSS

18. Vlog

19. I News

20. Page Makeup

21. Search engines.

22. Convergence media

(8 × 2 = 16 Marks)

III. Answer **any six** questions from the following in not less than 120 words.

23. Discuss the ethical concerns while creating content for internet.

24. What are the potentials and limitations of internet as a mass medium?

25. How does MOJO help in the popularity of digital news media?



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26. Elaborate on how the algorithm of 'technology based companies,' used to distribute news by ranking and bundling news for consumers, affect quality of journalistic reach.
 27. What are the differences between propriety and open source softwares?
 28. What are the postulates of 'network society'?
 29. What are the new trends in creating blogs?
 30. Data can be the source of data journalism, or it can be the tool with which the story is told – or it can be both – Elaborate.
 31. Elaborate on the importance of allocating adequate White spaces in web page design.

(6 × 4 = 24 Marks)

IV. Answer **any two** questions from the following.

32. What are the things to be taken care of while writing for the Web?
33. How will you differentiate the type of contents in digital media?
34. What are the basics of Web page Design?
35. What are the current trends in Online journalism in India. – Elaborate with examples.

(2 × 15 = 30 Marks)



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