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Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, March 2023

First Degree Programme under CBCSS

Double Main Programme

English and Media Studies

Core Course

ENM 1543 : DIGITAL MEDIA – BASIC THEORIES AND PRACTICES

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions in **1** or **2** sentences :

1. URL
2. Adobe Page Maker
3. UI
4. HTML
5. ENPS
6. LinkedIn
7. Online advertisement
8. Blog
9. PHP
10. Hashtag.

(10 × 1 = 10 Marks)

P.T.O.



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

11. Quark Xpress
12. Negative space
13. Twitter
14. Data Journalism
15. Podcast
16. CSS
17. Dreamweaver
18. WWW
19. Cloud Computing
20. Wordpress
21. Social Media
22. Mass Media
23. New Media
24. Search Engine Optimisation
25. Multimedia
26. Android.

(8 × 2 = 16 Marks)

III. Answer **any six** questions in not less than **120** words :

27. What is hypertextuality? Explain
28. Briefly explain Vlog.



29. Explain the advantages of online journalism.
30. Elaborate on MoJo.
31. What is open-source operating system? Why is it important?
32. Explain INews.
33. What are the points to be considered while designing and developing a news web site?
34. What is News Algorithm?
35. Explain the qualities required for an online reporter.
36. What is E-governance? How is it helpful?
37. Briefly explain the principles of writing a blog.
38. What are the advantages and disadvantages of online advertising?

(6 × 4 = 24 Marks)

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

39. "Technology is a double-edged sword". Do you agree? Why?
40. Explain the types of content in digital media.
41. What is Media Convergence? Explain its importance
42. Critically analyse the online edition of a newspaper of your choice.
43. Explain the potentials of online media.
44. "Fake news is a curse of Social Media Journalism". Do you agree? Why?

(2 × 15 = 30 Marks)



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