ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

II SEMESTER (FYUGP) DEGREE EXAMINATION, MARCH 2025
B.A/B.Sc/B.Com/BSW
JOU2MN104 : CONVERGENT JOURNALISM
2024 Admission Onwards
(Credits: 4)

Time: 2 Hours   **Maximum Marks: 70**

Section A

*Answer **all**. Each question carries 3 Marks*   **(Ceiling: 24 Marks)**

1. Give three examples for search engines.   [BTL1]

2. What is the meaning of convergent journalism?   [BTL1]

3. Give three examples for web browsers.   [BTL2]

4. Compare and contrast the use of graphics and animation in digital storytelling versus traditional media storytelling.   [BTL4]

5. Define corporate blogs.   [BTL1]

6. What role do digital platforms play in the Digital Platform Economy?   [BTL1]

7. Apply the disadvantages of newsroom convergence to a scenario and demonstrate how it can affect the quality of journalism.   [BTL3]

8. Analyze the role of technology in interactive storytelling and evaluate how it shapes the narrative experience for the audience.   [BTL4]

9. What are the benefits of using VR in news reporting?   [BTL1]

10. Apply the concept of AR to enhance the viewing experience in news broadcasts and demonstrate its impact on audience engagement.   [BTL3]

Section B

*Answer **all**. Each question carries 6 Marks*   **(Ceiling: 36 Marks)**

11. What are the different approaches of web content writing?   [BTL2]

12. Describe how effective categorization on a news website can improve user navigation and content discovery.   [BTL2]

Turn Over

13. Define Mobile Journalism. Write about its need and relevance in the contemporary scenario. [BTL3]

14. Illustrate how data visualization helps in simplifying complex information for better understanding. [BTL3]

15. Analyze the challenges faced by traditional journalism with the rise of convergent journalism. [BTL4]

16. Analyze the role of multimedia elements (such as audio, video, and images) in creating more engaging and interactive stories. [BTL4]

17. Analyse the different trends in online news reporting. [BTL4]

18. Compare the editing techniques of online newspaper with print edition. [BTL5]

Section C
*Answer **any one**. Each question carries **10** Marks   **(1x10=10 Marks)***

19. Evaluate the influence of social media, blogs, and interactive chats on journalism, and discuss their advantages and challenges in the news industry. [BTL5]

20. Analyze how you use your phone or other mobile devices to get news or share information. What features of your device make it easier for you to report or consume news? [BTL4]

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