

Reg. No.:



Name:

University of Kerala

U8939

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

JOURNALISM

UK2DSCJMC103 - Convergent Journalism

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	List any three news values.	RE	1
2	Match the following correctly.Google Trends –Data About Data Metadata –Search Engine RankingSEO – Search Analytics	RE	2
3	Rearrange the steps in the SEO process: Keyword research, Content creation, Optimisation, Ranking analysis.	UN	2
4	Define the concept of media convergence with an example.	UN	1
5	Classify the following as traditional media or new media: Radio, Blog, Newspaper, Podcast.	UN	2
6	Name one analogue medium.	UN	1

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Discuss the basic components of a digital news article.	UN	2
8	Explain the role of interactivity in convergent journalism.	UN	2
9	Examine how immersive reporting techniques enhance audience engagement.	AP	3
10	Outline the steps involved in creating a successful social media campaign using hashtags.	AP	3
11	Classify different types of content that can be published on a blog.	AP	3

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Examine the differences in audience reception between traditional print news and interactive digital news stories. OR B) Interpret the techniques that are used frequently while narrating incidents in visual format.	AP	3, 4
13	A) Compare the structure of news stories in print, television, and digital platforms, highlighting the key differences. OR B) Illustrate how Kerala-based independent journalists use blogs to report on social issues, such as environmental activism.	AP	3, 3
14	A) Analyse the effects of media cross-ownership on journalistic independence and diversity of perspectives. OR B) News reporting practices have transformed from print to online platforms: Analyse.	AN	4, 3

Qn No.	Question	CL	CO
15	A) Analyse the aspects of writing for broadcast media. OR B) Explain the transformation of news consumption habits with the shift from analogue to digital media.	AN	4, 4

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyse a Malayalam YouTube channel that uses multimedia packages for reporting. OR B) Analyse the impact of the short-form video economy on audience reception level.	AN	4, 4
17	A) Examine the ethical concerns of using multimedia content in digital journalism—does it enhance storytelling or lead to sensationalism? OR B) Reflect upon the changes caused by digital media in traditional media practices.	EV	4, 1
18	A) Critically analyse how AI-generated images and deepfake visuals affect the credibility of multimedia journalism. OR B) Critically evaluate the features and styles of any one foreign news website with a local news website.	EV	4, 4
19	A) Create a news portal homepage layout that enhances user engagement and interactivity. OR B) Create a social media campaign using hashtags to raise awareness about a key environmental issue in Kerala.	CR	4, 4