



Reg. No.:

Name:

University of Kerala

W7172

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Elective

JOURNALISM

UK3DSEJMC200 - Online Journalism

Academic Level: 200-299

2024 Admission

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	Define keyword.	RE	2
2	Describe digital journalism?	RE	1
3	Give one example of a mobile journalism tool	UN	3
4	Define “viral content.”	UN	3
5	Describe Data Privacy.	UN	3
6	Describe User-generated content.	UN	2

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	Interpret digital divide	UN	2
8	Explain cliffhangers	UN	2
9	Use examples to explain how mobile apps simplified reporting process	AP	2
10	Explain media convergence with an example	AP	2
11	Explain transparency and objectivity in reporting.	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	<p>A) Explain the principles of visual communication.</p> <p>OR</p> <p>B) Suggest practical ways a news organisation can ensure transparency and accountability in reporting.</p>	AP	2, 4
13	<p>A) Relate between "filter bubbles" and "echo chambers ",and analyze their potential impact on opinion building</p> <p>OR</p> <p>B) Illustrate how technological integration advanced the digital landscape.</p>	AP	4, 1
14	<p>A) Analyze how audience segmentation influences content planning for a digital news outlet</p> <p>OR</p> <p>B) Analyse how the shift from print to digital media has changed the way of news reporting.</p>	AN	3, 3
15	<p>A) Analyse the role of mobile journalism (MoJo) in real-time reporting</p> <p>OR</p> <p>B) Discuss how critical media analysis tools like framing or discourse analysis help in understanding bias</p>	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	<p>A) Critically assess the future of online journalism? Discuss how ongoing technological advancements will continue to shape the profession.</p>	AN	4, 4

Qn No.	Question	CL	CO
	<p>OR B) Explain how laws and guidelines help ensure responsible digital journalism</p>		
17	<p>A) Evaluate the visual elements of a website of your choice with examples. OR B) Evaluate the ethical issues caused by algorithmic gatekeeping in digital news</p>	EV	2, 4
18	<p>A) Fact-finding websites are more common in the digital space. Evaluate the role of such platforms with examples. OR B) Assess how SEO and headline writing affect journalistic integrity in online media</p>	EV	3, 3
19	<p>A) Create a list of 5 questions you would ask in an interview for a digital news report to a Politician of your choice OR B) Design an infographic that explains a current topic, illustrating how visual storytelling enhances audience comprehension.</p>	CR	4, 4