**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session:

**MA JOURNALISM AND MASS COMMUNICATION – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**MC 9320: NEW MEDIA journalism (THEORY)**

**Time: 2 ½ Hours Max Marks: 70**

**This question paper has ONE printed page and THREE parts**

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

1. **Write short notes on any FIVE of the following in 100 words each. (5X5=25)**
2. Hashtags
3. Snapchat
4. Embedded multimedia
5. NowThis
6. PARI
7. Alt News

**II. Answer any THREE of the following in 300 words each. (3X10=30)**

1. How has Twitter ushered in an era of ambient journalism?
2. Using a suitable case study, explain why fact checking should not be a sacrificial trait online.
3. Do social media policies safeguard the reporter or do they disregard the journalist as a free-thinking individual? Discuss by analysing the polices of any two new media organisations.
4. Why are online readers referred to as the people formerly known as the audience? Discuss in the context of Katherine Viner’s article ‘Rise of the reader’.

**III. Answer any ONE of the following in 500 words. (1X15=15)**

 11. What are the defining features of Web 2.0? How was it born out of a capitalist crisis?

 12. How does Facebook make its users double objects of commodification?