



Register Number:

DATE: 21-11-2020

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
M.A. JOURNALISM AND MASS COMMUNICATION – III SEMESTER
END SEMESTER EXAMINATION – NOVEMBER 2020
MC 9320: NEW MEDIA JOURNALISM

Time: 2 1/2 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.)

I. Write short notes on any FIVE of the following in 100 words each. (5X5=25)

1. Web 2.0
2. Immersive multimedia
3. Drone journalism
4. Cancel culture
5. Filter bubble
6. Buzzfeed

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

7. Has fact checking become a sacrificial trait in online journalism? Discuss using a relevant case study.
8. Social media policies exist to safeguard the organization rather than the individual. Do you agree? Substantiate by discussing the social media policies of any two new media organizations.
9. While Twitter has ushered in an era of ambient journalism, often shrill opinion and superficial observations are privileged over measured reporting. Discuss this statement by using arguments from Bruns and Highfeild's paper 'Blogs, Twitter, and breaking news: The produsage of citizen journalism'.
10. In an era of repurposing content, is plagiarism an antiquated concept? Explain your answer by using a suitable case study.

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

11. Explain economic surveillance and biopolitical exploitation in the context of Google's operations.
12. How does Facebook transform its users into double objects of commodification?