

2054  
B. Voc. (Media and Entertainment)  
Second Semester  
MET-203: Social Media and Online Journalism

Time allowed: 3 Hours

Max. Marks: 40

*NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry equal marks.*

x-x-x

1. Write a short note on any four of the following in 50-75 words each:-

- a) Digital divide
- b) Google news initiative
- c) Blogs and vlogs
- d) Music streaming services
- e) CRAAP test
- f) Algorithm and hashtags
- g) Affiliate marketing
- h) Bingewatching

(4x2)

**UNIT - I**

- II. Define new media. Describe its characteristics and present scope in the present time. (8)
- III. Describe the pros and cons of social media networks. (8)

**UNIT - II**

- IV. How is traditional journalism different from citizen journalism? Describe the scope of citizen generated news within the age of the new media. (8)
- V. What are the various trends in online journalism? Explain with the help of recent examples. (8)

**UNIT - III**

- VI. Has the Internet contributed to the creation of a digital divide? Support your answer with suitable arguments. (8)
- VII. Describe the concept and importance of SEO for online media organisations? (8)

P.T.O.

(2)

**UNIT - IV**

- VIII. What is meant by Internet Economy? How has it impacted news and information generation and reception? (8)
- IX. Describe the advantages and disadvantages of Facebook, Instagram and YouTube as marketing platforms. (8)

x-x-x