

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
MID-SEMESTER TEST – AUGUST 2016
MA JOURNALISM AND MASS COMMUNICATION – III SEMESTER
MC 9316: WEB AND NEW MEDIA JOURNALISM

Time: 1 ½ Hours

Max Marks: 35

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

(Write the answers clearly, precisely, and to the point. Keep strictly to the principles of journalistic writing. Answers submitted in point form will not be marked.)

I. Write short notes on any TWO of the following in 100 words each. (2X5=10)

1. Buzzfeed
2. NowThisNews
3. Narratively
4. Reddit
5. nytimes

II. Answer any ONE of the following questions in 200 words each. (1X10=10)

6. "The very nature and structure of the internet causes a fragmentation of attention. Clickbait is therefore a natural evolution of content online." – Critically analyse the statements by discussing the pros and cons of the "clickbait-ification" of news.
7. What are some of ways traditional media has incorporated facets of social media while disseminating news? Discuss with relevant examples.

III. Answer any ONE of the following questions in 350 words each. (1X15=15)

8. Using arguments from Alfred Hermida's paper '*From TV to Twitter: How Ambient News Became Ambient Journalism*' and Katherine Viner's article '*Rise of the reader*', explain the emergence of the audience as both consumers and producers of news in the digital age.
9. "Protests fueled by social media and erupting into spectacular mass events, look like powerful statements of opposition against a regime... Yet often these huge mobilizations of citizens inexplicably wither away without the impact on policy you might expect from their scale." In the light of this statement, analyse the legacy of the 2009 Iranian Twitter revolution.