

- c) collaborating with nonprofit organizations to prepare news stories d) inviting readers and viewers to participate in the creation of news content
- (x) This writing is found in online advertisements
- a) Persuasive b) Opinionative
c) Editorial d) Expository
- (xi) An SEO element for describing images to search engines.
- a) Hashtag b) alt text
c) caption d) meta
- (xii) Sir Tim Berners-Lee invented the ____
- a) World Wide Web b) Facebook
c) e commerce d) epaper
- (xiii) Which newspaper/website is credited with having pioneered the field of data journalism?
- a) PTI b) Telegraph
c) The Guardian d) UNI
- (xiv) Which of the following denotes an Internet radio broadcast?
- a) Broadcast b) Podcast
c) media that responds to the user d) Song
- (xv) _____ is the mean duration it takes a brand to reply to questions or complaints on social media.
- a) Customer time b) average response time
c) Time support d) Average time

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What are on page and off page SEO? (3)
3. What are podcasts? (3)
4. What is organic ranking? (3)
5. Define yellow journalism. (3)
6. Explain inbound and outbound links (3)

OR

Define Persuasive writing and where is it used? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. What is the main function of a good journalist? How can they ensure they are fulfilling this function? (5)
8. What is citizen journalism and how has technology helped in the growth of citizen's journalism (5)
9. Explain and describe the four kinds of writing for the web with examples. (5)
10. Analyze the current social media trends with relation to journalism. (5)
11. Explain the format of a news article and some of the elements it must contain. (5)
12. What is mobile journalism? (5)

OR

Describe how to optimize your content for the web (5)
