MAY 2025 **P/ID 36814/PJO3P**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Networked Journalism
2. Big Data
3. VUCA World
4. Blogosphere
5. Hashtag Analytics
6. Web Sphere
7. Web Traffic
8. Social Network Analysis
9. News Aggregation
10. Sentiment Analysis

11. Machine Learning

12. Deep Fakes

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What is collective intelligence in media?

14. What does net neutrality mean?

15. What is the purpose of video analytics?

16. What are Google search trends used for?

17. What is news metadata in journalism?

18. What are recommender systems in AI?

19. What is Really Simple Syndication used for in news feeds?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Evaluate the impact of big data on modern journalism.

21. Discuss the role of networked content in digital research.

22. Analyze the importance of GIS in journalistic investigations.

23. Explore the significance of sentiment analysis in news analytics.

24. Assess the ethical challenges of AI in journalism.

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