

KANYASHREE UNIVERSITY

M.A. 1st Semester Examination-2023

Subject: Mass Communication and Convergent Journalism

Course- CC 3

Introduction to Convergent Journalism

Full Marks-20

Time-1.00 Hour

Group A

[Answer **any four** of the following]

5×4=20

1. What do you mean by 'media conglomeration'? - Explain. [5]
2. What do you understand by 'Network Society'? [5]
3. What are the new trends in online media? [5]
4. Who said convergence is a 'concept as well as a process'? Discuss his model in brief. [1+4]
5. Discuss distinct features of online newspapers. [5]
6. Write short notes on the following : [5]
 - a. SEO
 - b. Podcasts
7. Has blogging changed journalism? Discuss. [5]
