K26FY1423 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Sup/Imp) Examination
April 2026
KU2DSCFNG106 - WRITING FOR DIGITAL MEDIA

2024 Admission onwards

Time : 1.5 hours Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. What is a potential disadvantage of solely using the Inverted Pyramid Model?
2. What makes the Narrative Model engaging for the audience?
3. What is the purpose of attribution under a Creative Commons license?
4. What does the ”BY” in a Creative Commons license stand for?
5. What was LiveJournal primarily known for in its early days?
6. Why is transparency important in blogging?
7. What is the primary purpose of a newsletter?
8. What is the main goal of an advertisement (ad)?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Discuss the community aspect of LiveJournal and why it was important to its users.
10. Briefly describe the significance of Blogger.com in the early history of blogging.
11. Discuss the role of news blogs in the contemporary media landscape.
12. Explain why clarity and conciseness are crucial in resume language.
13. Explain how visual design principles contribute to the effectiveness of posters.
14. Briefly explain the key differences between a brochure and a flyer in terms of their purpose and design.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Discuss the application of the Thematic approach and the Narrative Model in conveying information. How does each model structure content to achieve its specific goals, and what are the key considerations for using them effectively? Provide examples to support your analysis.

16. Imagine someone posts a false and damaging statement about a local business owner on a popular social media platform in Puzhathi. According to the IT Rules 2021, what steps might the business owner take to seek redressal from the social media intermediary? Explain the process involved.

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