(2½ Hours) [Total Marks: 75]

Note: – (1) All questions are compulsory and carry equal marks
(2) Figures to the right indicate marks
(3) Support answers with examples wherever necessary

Q1

A) The influence of social media on the 2014 Lok Sabha elections was "massive", says a Stanford University study that examined the use of Twitter ahead of the polls that brought the BJP to power after a decade of Congress rule.The BJP-led National Democratic Alliance (NDA) was ahead of the competition in the number of political tweets by its followers, retweets they were able to secure, and positive posts for the alliance throughout the campaign. The NDA had a higher network strength based on clustering than the Congress-led United Progressive Alliance (UPA). The follower strength for the NDA was higher, too.

Negative tweets for the BJP coalition were far less than its rivals. The gap widened towards the end of the staggered elections from April 7 to May 12 three years ago. The findings are significant because the ruling BJP continues to dominate the social media space in India, three years after coming to power with a landslide victory and winning several crucial state and civic elections subsequently.

The analysis of 15.5 million user accounts and 10.6 million tweets indicate that many traditional politicians lost the election because of their reluctance to change and adopt new tools of communication.

Congress's Shashi Tharoor, the first parliamentarian to embrace Twitter with about 6,000 followers in 2009, said social networkers don't represent the entire electorate. Therefore, Twitter trends reflect nothing more than the politically-engaged segment of the educated, English-speaking classes, a tiny minority of the electorate. "The BJP's dominance in this space does not at all reflect any prospect of guaranteed political dominance. You could study Twitter during the Delhi and Bihar state assembly elections in 2015 and you will see a great deal of pro-BJP sentiment, but at the ballot box they lost both state elections," he said.

The Stanford researchers analysed 18,000 tweets originating from Indian politicians — covering six months leading to the general elections. NDA politicians' followers posted 2.5 million tweets, while it was a million each for the UPA and the Aam Aadmi Party (AAP).

The AAP, formed in November 2012, had the strongest social network in the 2014 elections. The interconnection of its followers was the strongest with a large number of individuals in the twitter graph following each other and AAP politicians.The NDA wasn't as strong but still around eight times stronger than the UPA."Our results show that on almost every metric of network evaluation, the NDA outperformed the UPA, AAP and other political parties. The strength of the winning party's network and the rigour with which they pursued their social media strategy seems to have paid off," says the study released recently.

According to Tharoor, the tweets in 2014 reflected nothing more than the relative organizational strengths of social media units on both sides. "But as cheaper smartphones and 4G SIMs make access to the internet more universal, that story could change and Twitter could become more reflective of genuine public sentiment."

"In that case it may indeed become possible one day to predict poll results from social media trends. But not yet," he said.

Answer the following

1. How can mobile journalism create branded as political content?
2. How cross platform mobile development can be used for political news?

OR

Q1

B) Launched in 2008 by Meera K and Subramaniam Vincent, Citizen Matters (CM) aims to fill a local news gap for Indian cities through fusing community journalism and local investigative work. The digital news site engages citizens by helping them understand that change is possible, and sharing the knowledge that can guide them to take action. Citizen Matters aims to balance the voice of the already vocal middle-upper classes with the needs of marginalized communities, mostly focusing on issues affecting the daily lives of urban residents. In a magazine format, Citizen Matters delves into systemic, local, and hyperlocal issues, which deviates from the Indian media's typical focus on national news. Citizens are able to contribute to the paper with the oversight of the editor. The website functions as a platform for civic participation.

The organization's strength is the audience, people who are engaged in civic issues in their community – for Citizen Matters, they are the "changemakers". Having them as both readers and contributors creates a feedback loop and ensures impact on the ground.

Citizen Matters offers various formats of articles, each with its own purpose. Its "explainers" deconstruct government policy, schemes, and civic processes while "solutions" provide evidence-based articles offering ways to overcome local problems. Other formats include citizen journalism, and in-depth reports.

Their online stories are distributed through their website; their newsletter, which reaches 12,000 people; and social media platforms, which have reached just under 33,000 followers across all channels (Instagram, Facebook, Twitter, and Linkedin).

Most readers follow the stories on Citizen Matters's website directly or are directed from Google Search or Google News; some stories are republished on other media platforms. Apart from social media, readers can elect to receive a broadcast of the stories published on a given day via WhatsApp or Telegram as well. YouTube is used to post video interviews and webinars.

Answer the Following

1. How has citizen journalism evolved because of mobile journalism ?
2. What is the impact of citizen journalism on youth?

6B08DC007597C86AB6E275B0725B844F

Q 2.   A. Explain the emerging forms of news media management.   8
         B. Discuss how to go about planning and building mobile products   7

OR

Q 2.   C. What are the advantages and disadvantages of cross platform development   8

         D. How is M - Learning used in the education sector?   7

Q 3.   A. Explain how to set up a blog?   8
         B. What is the process of Multimedia Newsgathering?   7

OR

Q 3.   C. Discuss in detail 'News Workflow and Mobile Journalism'   8

         D. How to create and share branded journalism content?   7

Q 4.   A. Explain the evolution of Mobile Journalism.   15
                                        OR

Q 4.   B. Explain the evolution of wearables.   15

Q 5.   Short notes (any 3 out of Five)   15
         A. Mobile as a newsroom
         B. Social news gathering and listening
         C. Mobile friendly interface
         D. Social media policies and ethics
         E. Social media analytics.

_____