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| **SESSION** | **MAY 2024** |
| **PROGRAM** | **MAJMC** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMJ7101- WRITING FOR NEW MEDIA** |
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**Set – 1**

**1. Write the features and characteristics of online writing. Explain by giving examples.**

**Ans 1.**

**Writing for New Media**

The digital landscape has transformed the way content is created and consumed. Writing for new media, such as blogs, social media, and other online platforms, requires a unique set of features and characteristics to effectively engage today's audience. Below, we explore the key aspects of online writing, supported by relevant examples.

**Brevity and Clarity**

One of the most critical features of online writing is brevity. Online readers often scan content rather than read it in depth, so messages need to be clear and concise. For example, a well-crafted tweet on Twitter utilizes a minimal word count while delivering a complete and

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**2. Critically evaluate the use of the inverted pyramid structure in online news writing.**

**Ans 2.**

**Evaluating the Inverted Pyramid Structure in Online News Writing**

The inverted pyramid structure has been a staple in news writing, particularly suited to the fast-paced demands of journalism. This approach prioritizes information by placing the most important details at the beginning, followed by supporting information, and then less critical details at the end. While effective in many ways, its application in online news writing merits a critical evaluation given the unique dynamics of digital consumption.

**Principles of the Inverted Pyramid**

The inverted pyramid structure is designed to convey the most crucial elements of a story

**3. Discuss the advantages and disadvantages of the timeliness of online content versus print media.**

**Ans 3.**

**Timeliness of Online Content vs. Print Media: Advantages and Disadvantages**

In the digital age, the speed at which information is disseminated varies significantly between online content and traditional print media. This difference in timeliness has both advantages and disadvantages, shaping how audiences consume news and information. Here, we explore these facets in detail.

**Advantages of Online Content Timeliness**

1. **Immediate Updates**: Online content can be published almost instantly, which is crucial during breaking news situations. For instance, online news platforms can

**Set – 2**

**1. Assess the significance of keywords and tags in the context of online media writing. How can they be strategically used to improve the visibility and search engine ranking of content?**

**Ans 1.**

**The Role of Keywords and Tags in Online Media Writing**

In the realm of online media, the strategic use of keywords and tags is pivotal for enhancing content visibility and search engine ranking. These elements are integral to search engine optimization (SEO) practices, helping content creators attract more traffic and engage a wider audience. This discussion assesses their significance and explores strategies for effective utilization.

**Significance of Keywords in Online Media**

Keywords are specific words or phrases that describe the content's subject matter and are

**2. Write the approaches to compose strong and captivating tweets. Explain with a few examples of tweets that capture attention and encourage interaction.**

**Ans 2.**

**Crafting Engaging Tweets**

Twitter is a powerful platform for instant communication, allowing users to share brief messages, or tweets, with a wide audience. The challenge, however, is crafting tweets that not only capture attention but also encourage interaction. This section explores effective strategies for composing strong and captivating tweets, supported by illustrative examples.

**Key Strategies for Composing Effective Tweets**

1. **Conciseness and Clarity**: Given Twitter’s character limit, messages must be concise yet clear. The art of being succinct while conveying a complete idea is crucial for

**3. Discuss the role of transparent communication in establishing and maintaining the credibility of online news writing.**

**Ans 3.**

**Transparent Communication in Online News Writing**

In the digital age, where information is abundant and misinformation can spread just as quickly as legitimate news, the role of transparent communication is pivotal in establishing and maintaining the credibility of online news writing. This essay explores how transparency acts as a cornerstone for trust and reliability in journalism, particularly in an online setting.

**Defining Transparent Communication**

Transparent communication in online news involves the clear and open disclosure of