

01394

No. of Printed Pages : 2

EMPM-202

**M. A. in Electronic Media Production
and Management (MA-EMPM)**

Term-End Examination

December, 2018

EMPM-202 : ONLINE JOURNALISM

Time : 2 Hours

Maximum Marks : 40

Note : Attempt any *four* questions. All questions carry equal marks.

1. What do you understand by information architecture in website designing ? Explain different steps involved in it.
2. Explain the importance of hypertextuality in online journalism with examples.
3. Discuss the importance of social media in modern journalism.
4. What is blog ? How is it different from a news website ? Do you think blogs can be used as credible information providers ?

(A-2) P. T. O.

[2]

5. Discuss the advantages and limitations of various online tools for conducting interviews.
6. Write short notes on the following topics :
 - (a) Functional interactivity
 - (b) Broadband