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MNM-001

PG DIPLOMA IN ELECTRONIC MEDIA

(PGDEME)

Term-End Examination

June, 2024

**MNM-001 : BROADCAST & DIGITAL
JOURNALISM**

Time : 3 Hours

Maximum Marks : 100

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

1. What are the responsibilities of assignment or input desk of a television news channel ? Explain. 20
2. Write a script for a television news package of 90 seconds duration on any crime news. 20
3. What things should an interviewer keep in mind to fetch maximum response from the interviewee and to reveal some hidden facts during a journalistic interview ? 20

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4. Discuss the different formats of radio/audio programmes with examples. 20
5. What is SEO based writing ? Why is it important in online journalism ? Explain. 20
6. Explain the different stages of production of a television news documentary. 20
7. What are the essential qualities of a good television news anchor ? 20
8. Write short notes on any four of the following :
(4 × 5 = 20)

- (a) Rundown
- (b) Investigative Reporting
- (c) Contempt of Legislature
- (d) Programme Code (As per the Cable Television Networks Rules, 1994)
- (e) Dry anchor read
- (f) Vice modulation.
