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MJM-023

**M. A. (JOURNALISM AND MASS
COMMUNICATION)/P. G. DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION**

M. A. (JMC)/P. G. D. (JMC) (REVISED)

Term-End Examination

December, 2021

**MJM-023 : BROADCAST AND ONLINE
JOURNALISM**

Time : 3 Hours

Maximum Marks : 100

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

1. What is P-P-F style in television news writing ?
Explain with suitable examples. 20
2. Explain scannability of an online story. How can a journalist enhance the readability of an online news story ? 20

3. Write the script of a political news of 90 seconds duration for a television news package. 20
4. Critically analyse the changes in television news due to the emergence of new media. Substantiate your arguments with suitable examples. 20
5. Describe the online news-room setup of a national news organisation. 20
6. Explain the importance of different audio-visual elements in television news with suitable examples. 20
7. Discuss the essential skills and qualities of television news presenter. 20
8. How is writing for online media different from writing for print media ? Discuss with suitable examples. 20

P. T. O.

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9. Discuss the basic principles of radio news writing. Write a script of one minute talk on a topic of your choice. 20

10. Write short notes on any *four* of the following :

4×5=20

- (a) Interactivity in website
- (b) Navigation
- (c) MCR
- (d) Flash journalism
- (e) Output in a TV news channel
- (f) Radio magazine