

**POST GRADUATE DIPLOMA IN  
DIGITAL MEDIA (PGDIDM)**

**Term-End Examination**

**December, 2022**

**MNM-012 : DIGITAL JOURNALISM**

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** *There are **three** parts in this question paper.  
Distribution of marks is indicated in the respective  
parts.*

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**PART A**

*Write short notes on any **five** of the following in about  
100 words each :*

*5×2=10*

1. Bureau Reports
2. Target Audience
3. Narrative Discourse
4. SEO
5. Website Navigation
6. Information Design
7. Serif and Sans Serif
8. Data Surveillance

## **PART B**

Answer any **four** of the following questions in about 250 words each :

4×5=20

9. What is the difference between reporting from government and non-government establishments ?
10. Enumerate the various dissimilarities between factual and analytical reporting.
11. Describe the characteristics of online journalism. Give relevant examples.
12. Explain the workflow of online newsroom.
13. What is mind mapping ? Explain its role in the news writing process.

## PART C

Answer any **two** of the following questions in about 500 words each :

2×10=20

14. Explain the need, relevance and significance of research as a tool for professional journalists. Give relevant examples.
  15. Enumerate the role and functions of social media in newsroom operations. Give suitable examples.
  16. Explain the different ways in which a news website can be created and maintained. Cite relevant examples.
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