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MNM-001

**POST GRADUATE DIPLOMA IN
ELECTRONIC MEDIA (PGDEME)**

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

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

1. Write a news report of a road accident on a highway in inverted pyramid style. 20
2. Write a script for a television news package of 90 seconds duration on any sports news. 20
3. Describe the structure and functioning of the newsroom of a news website. 20
4. Discuss the basic rules of radio script writing with suitable examples. 20
5. Explain the *three* fundamental stages of television programme production in detail. 20

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6. What things should be kept in mind while writing an anchor script or anchor link for television ? Explain with examples. 20
7. Discuss the Do's and Dont's of presenting a radio programme. 20
8. Write short notes on any *four* of the following :
4×5=20
 - (a) News Agencies
 - (b) Official Secrets Act, 1923
 - (c) Advertising Code (As per The Cable Television Networks Rules, 1994)
 - (d) Voiceover Artist
 - (e) Anchor-Visuals
 - (f) Teleprompter