MNM–012

POST GRADUATE DIPLOMA IN DIGITAL MEDIA (PGDIDM)

Term-End Examination

December, 2023

MNM-012 : DIGITAL JOURNALISM

Time : 2 Hours   *Maximum Marks : 50*

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

Part—A

Note : *Write short notes on any* **five** *of the following in about* **100** *words each.*   *5×2=10*

1. News Agency

2. P-P-F style of news script writing

3. Website Navigations

4. Tools of Infographics

5. Cost per click

6. Page view analysis

7. Beat reporting

8. Infographics

Part—B

Note : *Answer any **four** of the following questions in about **250** words each.* 4×5=20

9. Define News. Discuss the principles and elements of News Writing.

10. What are methods and techniques of news reporting ? Discuss any *two* in detail with examples.

11. Explain the steps in writing and the ways of organising your writing. Cite relevant examples.

12. How is writing for radio different from writing for print ? Justify the importance and need of identifying the listeners before starting to write.

13. Trace the beginning and popularity of some trends in online journalism.

Part—C

Note : *Answer any **two** of the following questions in about **500** words each.* 2×10=20

14. Explain the HTML method and CMS method of creating News Websites, compare and contrast the benefits of these two methods.

15. What are the various methods of revenue generation for e-newspapers ? Are these sufficient to sustain the e-paper ? Give reasons for your argument.

16. Trace the history of photojournalism. What are the ethical concerens in photojournalism ? How are they being tackled ?

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