

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

Term-End Examination

June, 2022

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

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

5×2=10

1. Beat Reporting
2. Caption
3. Benefits of Byline
4. Embargo
5. Kinds of Intro
6. Pitch
7. Scoop
8. Syndicate Services

PART B

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

4×5=20

- 9.** Describe the characteristics and history of the inverted pyramid style of news writing.
- 10.** Enumerate the historical background of data journalism.
- 11.** Describe the chronology of television news content creation.
- 12.** Explain the various research tools used by the journalists for their news gathering processes.
- 13.** Discuss the role and functionalities of news agencies in national and international news operations.

PART C

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

14. Describe the major elements of news writing. Contextualise these elements within the realm of online news portals. Cite suitable examples.
 15. If you are setting up a news website for a national audience, what kind of team would you require ? Explain their respective roles and responsibilities.
 16. Trace the current trends in Indian online journalism. How is traditional media coping with online journalism ? Cite suitable examples.
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