

MJM-023

M. A. (JOURNALISM AND MASS COMMUNICATION)

(MAJMCOL)

BROADCAST AND ONLINE JOURNALISM

Time : Three Hours

Maximum Marks : 100

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five questions. Each question carries 4 marks.

1. What is time shift journalism? Explain.
2. Enumerate any four major strengths of radio as a medium.
3. Write a short note on Radio News Bulletin.
4. What is interactivity in online journalism?
5. What is a developing news story in online journalism?
6. Discuss the important news sources for a television news channel.
7. What is SMO in online journalism?

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five questions. Each question carries 10 marks.

8. What kind of skills are required to become a good television presenter?
9. Write a note on Online Journalism trends in India.
10. Why is radio called 'the theatre of the mind' ? Explain.
11. Describe the effects of social media on mainstream journalism with examples.
12. Discuss the fundamental rules of television news writing with suitable examples.

13. What are the major objectives of radio broadcasting in a developing country?
14. Describe the different formats of radio programmes.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two questions. Each question carries 15 marks.

15. Write a script for a television news package of 90 seconds duration on any environment related news.
16. Describe the basic rules of radio script writing with suitable examples.
17. What is SEO-based online writing ? Explain in detail with examples.