

This question paper contains 3 printed pages]

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S. No. of Question Paper : 6078

Unique Paper Code : 2032182402

Name of the Paper : Multimedia Journalism

Name of the Course : B.A. (Hons.) Journalism

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer all the questions in Part A and

any *three* questions in Part B.

Questions in Part A carry 10 marks each and questions in

Part B carry 20 marks each.

Part A

1. Discuss the development of multimedia journalism and its impact on traditional newsrooms.

Or

Explain the features and elements of multimedia journalism with examples.

P.T.O.

2. What are the stages involved in the multimedia production process in a newsroom ?

Or

Discuss the step-by-step process of designing and launching a multimedia news website.

3. Define multimedia documentary. How does it differ from traditional documentary formats ?

Or

Discuss the importance and use of photo, audio and video production tools for online platforms.

Part B

4. Elaborate on the significance of multimedia skills in contemporary journalism. How do these skills influence writing and editing for the web ?

Or

Evaluate the role of preserving privacy and multicultural sensitivity in a digital newsroom.

5. Critically examine the process of planning and executing a multimedia news story from research to storyboarding.

Or

Evaluate how emerging forms of journalism—such as blogs, social media platforms, citizen journalism and news applications—are reshaping traditional news values and audience expectations.

6. What is social media integration ? Discuss the various tools and techniques of social media integration used in enhancing user engagement and content reach in multimedia journalism.

Or

Explain how User-Generated Content is integrated into multimedia storytelling. Illustrate the various forms it takes and the techniques used for its effective incorporation.

7. Write notes on any *two* :

- (a) Web interview
- (b) Multimedia narrative
- (c) Photo Editing.

Or

Critically examine the use of social media as a tool for news reporting. How does it influence news gathering, verification and dissemination ?