

This question paper contains 3 printed pages]

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

S. No. of Question Paper : **1326**

Unique Paper Code : **2032182402**

Name of the Paper : **Multimedia Journalism**

Name of the Course : **DSC : Bachelor of Arts (Honours Course)
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 fundamental features and elements of multimedia journalism in the digital media environment.

Or

Trace the development and evolution of multimedia journalism. Discuss the key stages in its growth and significance in contemporary journalism.

P.T.O.

2. Explain the multimedia production process, examining its key stages and their role in content creation.

Or

Examine the challenges posed by social media integration in journalism as a new form of journalistic practice.

3. Critically analyse the role of social media as a tool for news reporting and distribution in contemporary journalism.

Or

How has the use of smartphones influenced news reporting ? Discuss in the context of Mobile Journalism (MoJo).

Part B

4. Discuss the key considerations in interviewing for the web. Analyse how online platforms influence the preparation, conduct, and presentation of interviews in digital journalism.

Or

Critically analyse the relevance of multimedia skills in contemporary newsrooms in the context of changing journalistic practices and media convergence.

5. Discuss the stages of website development, illustrating the process through a suitable example. Analyse how each stage contributes to the overall structure and functionality of the website.

Or

Discuss how multimedia technologies have transformed the practices of citizen journalism. Analyse the ways in which digital tools have enabled new forms of participation in news creation and dissemination.

6. Discuss the different forms and formats of online stories in contemporary journalism, analysing how they shape digital storytelling practices.

Or

Explain the concept of social media optimisation of content and examine its significance in enhancing the visibility and effectiveness of communication in the online environment.

7. Critically discuss the ethical issues and challenges associated with online media, examining their implications for responsible communication and journalistic practice.

Or

Write notes on any two :

- (a) Storyboarding
- (b) User Generated content
- (c) Multimedia documentary.

