

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5173

**H**

Unique Paper Code : 2032182402

Name of the Paper : Multimedia Journalism

Name of the Course : **Bachelor of Arts (Honours Course) Journalism**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **2 parts**. Both parts are compulsory.
3. Candidates have to answer All the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

**PART A**

1. What are the skills required by a multimedia journalist in contemporary newsrooms?

**Or**

Explain the unique challenges faced by writers and editors in the online environment.

2. Describe the differences between traditional interviewing techniques and those tailored for web and multimedia publishing.

**Or**

Analyze the ethical considerations and legal implications associated with online media content creation and distribution.

3. Outline the stages involved in the multimedia production process, from ideation to publication.

**Or**

Discuss the basic tools available in Photoshop to edit digital photographs.

**PART B**

4. Discuss strategies for effective online writing and editing, considering factors such as readability, engagement, and search engine optimization (SEO).

**Or**

Explain, with an appropriate example, how different media platforms can be integrated into a multimedia web news story.

5. 'Citizen journalists have transformed the practice of journalism and raised existential questions for the profession'. Discuss

**Or**

The Internet is a valuable source of information but equally a challenging one for doing online research. Comment.

6. Analyze the narrative techniques used in multimedia storytelling to create an immersive experience for the reader.

P.T.O.

**Or**

Evaluate the advantages and limitations of social media as a news distribution tool.

7. Critically analyse the role of blogs as a form of citizen journalism.

**Or**

Examine the rise of mobile journalism (mojo) as a disruptive force in traditional news gathering and reporting.