

Roll No.

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

Total No. of Pages: 02

Total No. of Questions: 09

BA (Journalism and Mass Communication) (Sem. – 4)

NEW MEDIA WRITING AND PUBLISHING

Subject Code: BAJMC-405-18

M Code: 77447

Date of Examination : 22-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write short notes on:

- a) Archives
- b) Search Engine
- c) Podcast
- d) Mobile blog
- e) WordPress
- f) Twitter
- g) Hyperlinks
- h) Online Audience
- i) Online newspaper
- j) IPTV

SECTION-B

2. What do you mean by information highway? Discuss its evolution.
3. Comment on the reach and problem of internet access in India.
4. What do you mean by crowd-sourcing? Explain its working.
5. What is the difference between a blog and open source journalism?
6. What do you mean by vlog? Discuss the different types and their usage.

SECTION-C

7. Discuss the role of citizen journalists in a developing society?
8. Discuss the benefits of online journalism.
9. What do you mean by database journalism? Discuss giving examples.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.