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MNM-012

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)
Term-End Examination
June, 2025**

MNM-012 : DIGITAL JOURNALISM

Time : 2 Hours

Maximum Marks : 50

Note : (i) *This question paper has three Parts.*

(ii) *Each Part has internal choices,
which are indicated.*

Part—A

Note : *Answer any **five** of the following
questions in about **100** words each. Each
question carries 2 marks.* **5×2=10**

1. Define the inverted pyramid structure in news writing.

2. Discuss the importance of news sources in digital journalism.
3. Explain the types of online media writing.
4. Describe the characteristics of good writing in journalism.
5. Highlight the significance of mobile journalism in the contemporary media landscape.
6. What are the challenges faced by journalists in writing for radio ?
7. Discuss the role of infographics in digital journalism.

Part—B

Note : Answer any **four** of the following questions in about **250** words each. Each question carries 5 marks. 4×5=20

8. Analyze the ethics of news reporting in digital journalism. Provide examples to support your arguments.

9. Discuss the impact of social media on online journalism. How has it changed the way news is reported and consumed ?
10. Explain the process of content production for online media. What are the key considerations for creating engaging content ?
11. Describe the importance of research for journalistic writing. How can journalists effectively use research in their stories ?
12. Discuss the role of photo journalism in storytelling. How can images enhance news stories in digital journalism ?
13. Discuss the types of news reporting and their techniques with examples.

Part—C

Note : Answer any **two** of the following questions in about **500** words each. Each question carries 10 marks. 2×10=20

14. Discuss the evolution of online journalism in India. How has it transformed the media landscape in the country ? Provide examples of successful online news platforms.

15. Explain the process of setting up and managing a news website. What are the key elements of website management and how can journalists ensure the success of their online ventures ?
16. Analyze the role of data journalism in promoting transparency and accountability in society. Provide case studies illustrating the impact of data-driven story-telling on public discourse and policy-making.

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