

**P. G. DIPLOMA IN ELECTRONIC  
MEDIA/M. A. IN JOURNALISM AND  
ELECTRONIC MEDIA  
(PGDEME/MAJEM)**

**Term-End Examination**

**June, 2026**

**MNM-001 : BROADCAST AND DIGITAL  
JOURNALISM**

*Time : 3 Hours*

*Maximum Marks : 100*

---

**Note :** (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

---

1. How does a TV newsroom work ? Explain the roles and responsibilities of the people who are part of a TV newsroom. 20
2. Write a script for a short radio news bulletin of 5 minutes duration. 20
3. Write a script for a television news package of approximately 90 seconds duration in appropriate format on any development news. 20

4. What do you understand by mobile journalism ? How did it change traditional journalism practices ? Explain with suitable examples. 20
5. What is SEO based writing for online platforms ? What things should we keep in mind in this regard ? 20
6. Explain the following terms in the context of online journalism : 4×5=20
  - (a) Hyper-textuality
  - (b) Immediacy
  - (c) Multimedia
  - (d) Interactivity
7. Discuss the fundamental rules of television news writing with suitable examples. 20
8. Write short notes on any *four* of the following : 4×5=20
  - (a) News Agency
  - (b) Reporting from Conflict Zone
  - (c) Website Navigation
  - (d) Phone in Programme
  - (e) Time Shift Journalism
  - (f) MCR
  - (g) Output Desk

× × × × ×