

Roll No.

Total Pages : 2

771304

JAN-2022

MA (JMC) III Semester

Introduction to Convergent Journalism - JMC-303(I)-19

Time: 90 Minutes]

[Max. Marks: 25

Instructions :

1. *It is compulsory to answer all the questions (1 mark each) of PART-A in short.*
2. *Answer any three questions from PART-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) What does convergence mean? (1)
- (b) Explain the term Edition in brief. (1)
- (c) Write full form of DAVP? (1)
- (d) CAR is the acronym for which word? (1)
- (e) Define micro blogging. (1)
- (f) Write full form of ICT. (1)
- (g) Define Precision Journalism. (1)
- (h) Who is Digital Immigrant? (1)
- (i) What does open source Journalism mean? (1)
- (j) Write one disadvantage of Digital newspapers? (1)

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[P.T.O.]

PART-B

2. (a) What are the stages of activity among news organizations involved in convergence? (3)
- (b) Is cross-ownership necessary to make convergence work? (2)
3. (a) Write the advantages of web edition over e-paper? (2)
- (b) In future digital journalism will replace traditional journalism. Do you agree with the above statement? Explain your answer. (3)
4. What are the main characteristics of an Internet headline? Locate five Internet headlines that you think are not good or apt and give reasons why you think so? (5)
5. (a) Define term precision journalism, annotative and open-source journalism and wiki journalism. (3)
- (b) List three formats used to tell a multimedia story in detail. (2)
6. (a) What do you understand by the term content layering? (2)
- (b) List the web address of three Indian corporate sites that you found useful. Give their strong and weak points. (3)