

December 2023
BAJMC V SEMESTER(Reappear)
WEB NEWS PRODUCTION(BJMC-505)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1 marks 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

- Q1 (a) Define web broadcasting and explain how it differs from traditional broadcasting. (1.5)
- (b) What is live streaming, and how is it utilized in web broadcasting? (1.5)
- (c) What is the importance of responsive design in the context of web broadcasting? (1.5)
- (d) Define "click bait" in the context of online journalism. (1.5)
- (e) Define the term "real-time reporting" in the context of online news. (1.5)
- (f) What is the purpose of a "lead" in a web news article? (1.5)
- (g) Explain the concept of a "clean and intuitive design" in the context of a news website. (1.5)
- (h) How does the choice of color palette contribute to the overall design aesthetics of a web news portal? (1.5)
- (i) How can user interface (UI) and user experience (UX) design principles be applied to create an engaging and user-friendly news website? (1.5)
- (j) Discuss the balance between aesthetics and accessibility in web news design, considering diverse audience needs. (1.5)

PART -B

- Q2 (a) Discuss the challenges journalists face in maintaining ethical standards in the online environment and propose strategies for addressing these challenges (10)
- (b) Describe the importance of using concise and clear language in web writing. Provide examples of how conciseness contributes to user engagement and understanding. (05)
- Q3 (a) Explore the impact of social media on web journalism. Discuss how social media platforms contribute to news dissemination, audience engagement, and the challenges posed by the rapid spread of information in the digital age. (10)
- (b) Discuss the role of headlines and subheadings in web articles. Explain how these elements enhance readability and help users navigate online content. (05)

351508 / 30 / III / 449

Q4 (a) Examine the characteristic of real-time reporting in web journalism. Explain its advantages and challenges, and analyze how it has transformed the speed and nature of news delivery on digital platforms. (10)

(b) Evaluate the impact of mobile devices on web writing practices. Explain the challenges and opportunities associated with creating content for a mobile audience. (05)

Q5 (a) Discuss why designing for inclusivity is important and provide examples of design elements that enhance accessibility for diverse users. (05)

(b) Explore the concept of interactivity on the web, highlighting its significance in web journalism. Provide examples of how interactivity is integrated into online news platforms and its impact on audience engagement. (10)

Q6 Investigate the emerging trends in web journalism. Discuss how factors such as artificial intelligence, augmented reality, and changing audience behaviors are likely to shape the future characteristics of online news production and consumption. (15)

Q7 (a) Explore the significance of hyperlinks in web writing. Discuss how they contribute to user experience, credibility, and the interconnected nature of online information. (05)

(b) Evaluate the importance of multimedia elements, such as images, videos, and info graphics, in web journalism. Discuss how the integration of multimedia enhances storytelling and audience understanding in the digital era. (10)

PART-B

2022/08/04