



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(MSJ)-Hons-2022

Course Name – Web and Data Journalism

Course Code - BMSJC502

(Semester V)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Interpret the role of SEO in web journalism.
 - a) It improves the readability of print media
 - b) It helps in ranking web content in search engines
 - c) It focuses on radio broadcast content
 - d) It reduces the effectiveness of online content
- (ii) Classify which type of media typically involves interactive user participation.
 - a) Print media
 - b) Online media
 - c) Television media
 - d) Radio media
- (iii) Illustrate the impact of social media on modern journalism.
 - a) Has no significant impact
 - b) Enhances the speed and reach of news
 - c) Reduces the credibility of news
 - d) Limits the audience to local communities
- (iv) Demonstrate the process of optimizing a web article for SEO.
 - a) Focus only on images.
 - b) Ignore meta descriptions.
 - c) Use relevant keywords and optimize headlines.
 - d) Avoid using links.
- (v) Contrast the content delivery methods of Web 1.0 and Web 3.0.
 - a) Web 1.0 uses blogs; Web 3.0 uses AI
 - b) Web 1.0 uses static HTML; Web 3.0 uses personalized content
 - c) Both use dynamic content
 - d) Web 1.0 uses multimedia; Web 3.0 uses text
- (vi) Compare the user experience of traditional media versus digital media.
 - a) Traditional media is interactive; digital media is passive
 - b) Digital media allows for user interaction and feedback
 - c) Both offer the same user experience
 - d) Traditional media is less accessible

- (vii) Extend the definition of challenges in digital media to include.
- | | |
|--------------------------|--|
| a) Lack of audience | b) Information overload and misinformation |
| c) High production costs | d) Inability to reach audiences |
- (viii) Select the main audience for blogs.
- | | |
|-----------------------------|-------------------------|
| a) General public | b) Only professionals |
| c) Specific interest groups | d) No specific audience |
- (ix) Choose the appropriate format for video content in web journalism.
- | | |
|-----------------------|---------------------------|
| a) Static images | b) Short, engaging videos |
| c) Long documentaries | d) Text-heavy slides |
- (x) Identify the primary goal of content writing for the web.
- | | |
|-----------------------|------------------------------------|
| a) To entertain only | b) To inform, engage, and persuade |
| c) To confuse readers | d) To fill space |
- (xi) Organize the types of visualizations used in data journalism.
- | | |
|-------------------------|------------------|
| a) Charts, graphs, maps | b) Text only |
| c) Static images only | d) Audio formats |
- (xii) Choose an application that aids in mobile journalism.
- | | |
|---------------------------|-----------------------|
| a) Audio editing software | b) Video editing apps |
| c) Word processors | d) Printing software |
- (xiii) Organize the process of data verification in journalism.
- | | |
|--|--|
| a) Collect data, verify sources, publish | b) Publish, verify sources, collect data |
| c) Collect data, publish, verify sources | d) Verify sources, collect data, publish |
- (xiv) Identify a common challenge for data journalists when accessing information.
- | | |
|--------------------------------------|--|
| a) Overabundance of reliable sources | b) Difficulty in obtaining credible data |
| c) Too much audience engagement | d) Limited technology access |
- (xv) Choose a key principle of ethical data journalism.
- | | |
|--------------------------------|------------------------------|
| a) Selectively presenting data | b) Transparency and accuracy |
| c) Ignoring source credibility | d) Focusing on opinions |

Group-B

(Short Answer Type Questions)

3 x 5=15

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|--|-----|
| 2. Identify key ethical concerns in web journalism. | (3) |
| 3. Identify the main functions of data journalism in modern reporting. | (3) |
| 4. Demonstrate how hyperlinks are used in web articles. | (3) |
| 5. Explain the key features of writing for the web. | (3) |
| 6. Analyze the impact of digitalization on journalism. | (3) |

OR

Assume the role of a social media activist. What platforms would you prioritize for spreading awareness? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

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|---|-----|
| 7. Apply the concept of Public Sphere on online communities using a suitable example. | (5) |
| 8. Explain five characteristics of digital media. | (5) |
| 9. Explain the rise of OTT streaming platforms in recent years. | (5) |
| 10. Explain Mobile Journalism and its functions. | (5) |

11. Imagine a future where people can only access news through digital platforms. How would the journalism scenario change? (5)
 12. Distinguish between SEO and SEM in web content. (5)
- OR**
- Distinguish between e-papers and online news portals. (5)
