BRAINWARE UNIVERSITY

Term End Examination 2022
Programme – B.Sc.(MSJ)-Hons-2020
Course Name – Web Journalism
Course Code - BMSJC502
(Semester V)

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) _____ is an individual who has the power to affect purchase decisions of others because of his/her authority,

    a) Communicator   b) Media activist
    c) Influencer   d) Anchor

(ii) Which of the following is not a form of new media

    a) Podcast   b) Epaper
    c) Vlog   d) Novella

(iii) A notice that issues caution before the viewing of disturbing content is known as____

    a) Watchword   b) Trigger warning
    c) Mindful warning   d) Stop notice

(iv) One of the advantages of digital journalism is

    a) Intermediacy   b) Immediacy
    c) Interdependence   d) Interesting

(v) The person after whom the Pulitzer is named after is ____ Pulitzer

    a) James   b) Joseph
    c) John   d) Jonathon

(vi) What is a news agency

    a) PTI   b) Flickr
    c) Facebook   d) The NYT

(vii) Interactive media depends on____

    a) Post   b) Participation
    c) Quality   d) Quantity

(viii) Greatest problem in digital journalism

    a) Fake news   b) Fact checking
    c) yellow journalism   d) bad sources

(ix) Citizen journalism is the practice of

    a) Preparing stories that will help citizens vote in elections   b) publishing only those stories that are of interest to politically active citizens

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c) collaborating with nonprofit organizations to prepare news stories

d) inviting readers and viewers to participate in the creation of news content

(x) This writing is found in online advertisements

a) Persuasive

b) Opinionative

c) Editorial

d) Expository

(xi) An SEO element for describing images to search engines.

a) Hashtag

b) alt text

c) caption

d) meta

(xii) Sir Tim Berners-Lee invented the ___

a) World Wide Web

b) Facebook

c) e commerce

d) epaper

(xiii) Which newspaper/website is credited with having pioneered the field of data journalism?

a) PTI

b) Telegraph

c) The Guardian

d) UNI

(xiv) Which of the following denotes an Internet radio broadcast?

a) Broadcast

b) Podcast

c) media that responds to the user

d) Song

(xv) _____ is the mean duration it takes a brand to reply to questions or complaints on social media.

a) Customer time

b) average response time

c) Time support

d) Average time

Group-B
(Short Answer Type Questions) 3 x 5=15

2. What are on page and off page SEO? (3)
3. What are podcasts? (3)
4. What is organic ranking? (3)
5. Define yellow journalism. (3)
6. Explain inbound and outbound links (3)

OR

Define Persuasive writing and where is it used? (3)

Group-C
(Long Answer Type Questions) 5 x 6=30

7. What is the main function of a good journalist? How can they ensure they are fulfilling this (5) function?
8. What is citizen journalism and how has technology helped in the growth of citizen's (5) journalism
9. Explain and describe the four kinds of writing for the web with examples. (5)
10. Analyze the current social media trends with relation to journalism. (5)
11. Explain the format of a news article and some of the elements it must contain. (5)
12. What is mobile journalism? (5)

OR

Describe how to optimize your content for the web (5)

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