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MNM-012

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

June, 2026

MNM-012 : DIGITAL JOURNALISM

Time : 2 Hours

Maximum Marks : 50

Note : (i) *This question paper has three Sections.*

(ii) *Each Section has internal choices, which are indicated.*

Section—A

Note : *Write short notes (100 words) on any five out of the following. Each question carries 2 marks.*

5×2=10

1. News sources in the digital age
2. Page views analytics

3. Key considerations when writing news content for mobile platforms
4. Algorithms for distribution of news in online spaces
5. Role of headlines in a news story
6. SEO-based online news writing
7. Role of data visualization in data journalism
8. Research as a tool for Journalists

Section—B

Note : Briefly give your views (250 words) on any **four** of the following : Each question carries 5 marks. 4×5=20

9. Analyze the challenges faced by traditional print media as they transition into the digital landscape. How can they maintain their relevance and readership ?
10. Discuss the role of social media in breaking news and its impact on the verification of information. Cite relevant examples.
11. How does user-generated content influence news coverage in online platforms ? Discuss the ethical considerations involved.

12. Explain the concept of 'convergence' in media and how it affects news production and consumption.
13. Analyze the challenges of producing accurate online news content in real-time during live events. How can journalists ensure both speed and accuracy ?
14. Discuss the benefits and drawbacks of utilizing online polls and surveys as a tool for data collection in digital journalism.

Section—C

Note : Answer in detail (500 words) any **two** of the following questions. Each question carries 10 marks. 2×10=20

15. In the era of digital journalism, misinformation and 'fake news' have become prevalent issues. Discuss the strategies that journalists and media organizations can employ to combat the spread of false information while preserving freedom of expression.

16. Compare and contrast the ethical considerations in photojournalism for online platforms *versus* traditional print media. How do visual ethics change in the digital environment ?
17. With the rise of podcasting and multimedia content, how can journalists effectively engage audiences through audio storytelling in the digital space ?

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