WEST BENGAL STATE UNIVERSITY
B.A. Honours 6th Semester Examination, 2021

JORADSE05T- JOURNALISM AND MASS COMMUNICATION (DSE3/4)

MULTI-MEDIA JOURNALISM

Time Allotted: 2 Hours   Full Marks: 50

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.

1.   Answer any *five* questions from the following: 2×5 = 10

 (i) What does AIFF stand for?

   (a) Audio interchange file format   (b) Audio interchange file folder

   (c) Audio internet file format   (d) None of these

 (ii) What is fifth estate?

   (a) The news media   (b) The government

   (c) The Citizens (public)   (d) Bloggers

 (iii) The process of identifying the useless audio or video signal and cutting it from the tape is called ……..

   (a) Chop off   (b) Tape de-selection (c) Tape splicing   (d) Video editing

 (iv) What coding contains the set of rules for how your web page will look?

   (a) CSS   (b) HTML   (c) WWW   (d) None of these

 (v) What was the first blogging software?

   (a) Google Chrome   (b) Sina Weibo   (c) Pyra's blogger (d) None of these

 (vi) Which of the following tags cannot be used to include audio on a Web page?

   (a) EMBED   (b) MUSIC   (c) DATA   (d) OBJECT

 (vii) Which of the following is not an attribute of the OBJECT tag?

   (a) TYPE   (b) DATA   (c) DIMENSION   (d) WIDTH

 (viii) According to Burt Herman of Storify, the web is the new printing press. But instead of running on ink, it runs on ……..

   (a) code   (b) journalism   (c) type   (d) micro blogging

2.   Answer any *four* questions from the following: 10×4 = 40

 (a) Discuss the effective interviewing and note taking strategies for Multi-platform communications with suitable examples.   10

(b) What is Multimedia reporting? Discuss about the legal and ethical issues in Multimedia reporting.　　3+7

(c) Critically analyse the role of Multimedia tools in modern Journalism.　　10

(d) What is webcasting? Discuss the importance of video content and sound for any broadcasting programme.　　4+6

(e) Discuss about the Visual design and placements of photography in multimedia journalism.　　10

(f) Write short notes on any *two* of the following:　　5×2=10

　　(i) Interactive users vs Linear narratives

　　(ii) Corporate websites vs Web feature stories

　　(iii) Rule of thirds vs Diagonal method.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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