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**PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF MEDIA STUDIES**

MID-TERM EXAMINATION

Odd Semester: 2021 - 22
Course Code: BAJ 3014
Course Name: Mojo Mobile Journalism
Program & Sem: BA (J&MC) & II Sem

Date: 13-MAY-2022
Time: 01:30PM -03:00PM
Max Marks: 50
Weightage: 50%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the questions. Each question carries ONE marks. (10Qx1M= 10M)

1. If journalists want to have personal social media accounts, they should use pseudonyms or initials instead of their real names.

- a) True
- b) False

[01 M] (C.O.No.1) [Knowledge]

2 Citizen journalism refers to any type of news gathering and reporting -- writing and publishing articles about a newsworthy topic, or posting photographs or videos of a newsworthy event -- that is done by rather than the professional news agencies commonly referred to as "mainstream media.

- a) Anchors
- b) Reporters
- c) Celebrities
- d) Common People

[01 M] (C.O.No.1) [Knowledge]

3.is also known as the first smartphone revolution hale because of mobile journalism in the world history.

- a) Arab Spring
- b) Tsunami
- c) Watergate Scandal
- d) Jan Lokpal Movement

[01 M] (C.O.No.3) [Knowledge]

4. List out any two advantages and disadvantages of citizen journalism.

[01 M] (C.O.No.1) [Knowledge]

5. As journalism is primarily about storytelling and accurately communicating through language, journalists don't need to be proficient with numbers.

- a) True
- b) False

[01 M] (C.O.No.1) [Knowledge]

6. Which of these is not an application to listen to podcasts?

- a) Spotify
- b) Pod-beans
- c) Twitter
- d) Tik-tok

[01 M] (C.O.No.3) [Knowledge]

7. In 2018creates another first by pioneering 'MOJO' in Indian Television news by partnering with Samsung, for filming news stories and shows in 4K

- a) Times Now
- b) India Today
- c) NDTV
- d) Zee News

[01 M] (C.O.No.1) [Knowledge]

8. What is the basic difference between the solo podcast and the interview podcast?

[01 M] (C.O.No.3) [Knowledge]

9. In covering rape cases, the almost universal practice of news organizations is to

- a) withhold the name of the victim and the suspect
- b) publish the name of the victim and the suspect.
- c) publish the name of the victim, but withhold the name of the suspect.
- d) withhold the name of the victim, but publish the name of the suspect.

[01 M] (C.O.No.1) [Knowledge]

10. Mobile journalism is a form of digital storytelling where the primary device used for creating and editing images, audio and video is a smartphone.

- a) Digital storytelling
- b) Reporting
- c) Breaking news
- d) PTC

[01 M] (C.O.No.2) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries FIVE marks.

(04Qx05M=20M)

11. "Mobile phone has democratized journalism"- Do you agree with the statement.

(C.O.No.1) [Comprehension]

12. The continuing introduction of new technologies also challenges the ethical dimensions of journalistic practice. Identify few issues which journalists face while reporting live.

(C.O.No.2) [Analysis]

13. Has the mobile phone modified the way of consuming information? Discuss.

(C.O.No.2) [Comprehension]

14. Briefly explain the ethical and technical challenges faced by the journalists while doing mobile journalism. (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer any two out of three Questions. Each question carries TEN marks. (2Qx10M=20M)

15. The traditional and digital newspapers, the local media and the radio are perhaps the media that have integrated more quickly the use of the mobile phone in their journalistic processes. Which one do you think is the cause of the slow integration of the mobile phone in the Journalist's processes of the big television companies? Explain. (C.O.No.2) [Evaluation]

17. In mainstream media mostly trained journalists prefer to refrain from filming ethically difficult situations. While live streaming applications present a unique risk when used by citizen journalists in terms of these moral codes. Outline a few Pros and Cons of live streaming.

(C.O.No.2) [Knowledge]



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MEDIA STUDIES

END TERM EXAMINATION

Even Semester: 2021 - 22

Date: 5th July 2022

Course Code: BAJ 3014

Time: 01:00 PM to 04:00 PM

Course Name: MoJo Mobile Journalism

Max Marks: 100

Program & Sem: BA (JMC) & II Sem

Weightage: 50 %

Instructions:

(ii) Read all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the questions. Each question carries TWO marks (10 Q x 02M= 20M)

Q1. List out the difference between Blogging and Vlogging.

(C.O.No.3) [Knowledge]

Q2. Define PTC? List down a few principles to be followed while doing a PTC for a news story.
(C.O.No.4) [Knowledge]

Q3. Elaborate on the meaning of podcasting. List out the difference between a Hybrid podcast and a solo podcast.
(C.O.No.2) [Knowledge]

Q4. List down a few characteristics of Voice over and its importance in news presentation.
(C.O.No.1) [Knowledge]

Q5. Mobile Journalism provides a platform for the common man to come up with breaking news." Explain.
(C.O.No.4) [Comprehension]

Q6. To maintain the credibility and authenticity of the news, mobile journalists should follow the code of ethics. Justify the statement by citing an example from the present scenario.
(C.O.No.2) [Comprehension]

Q7. Indicate two factors, through which mobile's are impacting the profession of journalism.
(C.O.No.2) [Comprehension]

Q8. Differentiate between mobile journalism and traditional journalism and mention which one is better and why?
(C.O.No.1) [Analysis]

Q9. Briefly discuss how the Internet has changed the face of journalism.

(C.O.No.1) [Comprehension]

Q10. Generalize the difference between the old media and new media in terms of the communication process?
(C.O.No.3) [Comprehension]

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries TEN marks. (04Qx10M=40M)

Q11. The Camera is now the most powerful weapon in the world'-Explain this comment with examples. (C.O.No.1) [Comprehension]

Q12. Mobile Journalism has changed the definition of news. Is it an exaggerated statement? Discuss with reasons and examples. (C.O.No.2) [Comprehension]

Q13. How can you build an audience for your blog or microblog? What would you do to attract readers and get them to follow your blog? Explain. (C.O.No.3) [Evaluation]

Q14. Journalism has always been an adapting profession. It has always been a stream which has progressed with technological succession. Briefly appraise the impact of Mobile journalism over the traditional form of journalism.

(C.O.No.4) [Evaluation]

Part C [Problem Solving Questions]

Answer both the questions. Each question carries Twenty marks.(2Qx20M=40M)

Q15. Read the following passage and answer the following question.

With the rapid development of information technology, the Internet has blossomed everywhere, and smartphones and mobile terminals have become popular in the media market. People's reading habits are also gradually changing. More and more young people are more inclined to get the freshest news information from new media platforms such as PCs, mobile phones, and tablets instead of buying newspapers and magazines. Traditional print media face the dilemma of reduced circulation, decreased communication power and influence, and a shrinking advertising business, which makes print media face unprecedented pressure to survive.

- (i) Analyse the opportunities and challenges faced by the print media and also put some constructive strategies and suggestions for the transformation of traditional newspapers in the country. (C.O.No.4) [Analysis]

Q16. What do you think are the top two challenges independent journalists have with mobile Journalism relative to the traditional media? How has the growth of mobile journalism shaped those challenges? Discuss in detail. (C.O.No.5) [Comprehension]