



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 6th Semester Examination, 2022

**JORADSE05T- JOURNALISM AND MASS COMMUNICATION (DSE3/4)**

**MULTI-MEDIA AND 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 short notes on any **five** of the following: 2×5 = 10
  - (a) Hypermedia
  - (b) What is B-Roll?
  - (c) Who invented live streaming?
  - (d) Multimedia file
  - (e) Leads
  - (f) Focal Point
  - (g) Screen size
  - (h) Webcasting.
  
2. Write short notes on any **two** from the following: 5×2 = 10
  - (a) Nut Graph
  - (b) Photojournalism
  - (c) Multimedia and interactivity
  - (d) Visual design.
  
3. Answer any **three** questions from the following: 10×3 = 30
  - (a) 'We are living in Smartphone era'—Justify the statement in the context of Mobile Journalism with two suitable examples. 6+4
  - (b) What is Brainstorming in the age of multimedia journalism? What are the essential aspects of multimedia reporting? 5+5
  - (c) Write a comprehensive note on increasing the importance of photojournalism in today's journalism. 10
  - (d) What ethical guidelines we should follow before posting any report on Digital media? 10
  - (e) Discuss briefly the rules of audio storytelling in web journalism. 10

**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.*

—x—