QP Code: D154024	Total Pages: 2	Name: 794560
		Register No.

FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

COMMUNICATION AND MEDIA / JOURNALISM AND MASS COMMUNICATION

JOU5EJ 304 (2) Digital Newsrooms

2024 Admission

Maximum Time :2 Hours | **Maximum Marks :70**

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	Algorithmic curation of news
2	Interactive storytelling.
3	Search Engine Optimization
4	News aggregator platform
5	Journalistic entrepreneurship.
6	Pay Per Action
7	Real time news
8	Data analytics
9	Content editor
10	Audience engagement

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

11	Explain the concepts of digitization and convergence.
12	Discuss the skills and qualities required for an effective digital journalist. How do these differ from those of a traditional journalist?
13	Explain the role of SEO and SMO in digital journalism.
14	Describe the elements of a digital news story.
15	Examine the role of social media in news dissemination.
16	Distinguish between paid and unpaid digital content.
17	Present the ethical challenges in digital journalism.
18	Elucidate the role of content strategists in digital news production.

Section C	
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)	
19	Analyse the changing paradigms of news delivery in digital journalism with reference to emerging news delivery vehicles and interactive storytelling.
20	Examine the organizational structure of a digital newsroom. Explain how different digital media teams contribute to effective news production and distribution.

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