

2053
B. Voc. (Media and Entertainment)
Second Semester
MET-204: Mobile Journalism

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Write a short note on any four of the following:-

- a) Target audience
- b) Backpack journalism
- c) News aggregator
- d) News blogging
- e) Crowd sourcing
- f) Android
- g) Echo chamber
- h) Web 2.0

(4x2)

UNIT - I

- II. Define mobile journalism. Describe its major characteristics.
- III. Describe the origin, scope and impact of mobile journalism.

(8)

(8)

UNIT - II

- IV. What is the role of convergence journalism in the modern era?
- V. Describe with examples the various steps in the MoJo workflow.

(8)

(8)

UNIT - III

- VI. What are the tools used in mobile journalism? Explain their functions.
- VII. What are the things to be kept in mind while shooting live for Facebook and Instagram?

(8)

(8)

UNIT - IV

- VIII. What are the future trends in mobile journalism?
- IX. List a few Indian case studies that show the widespread use of mobile technology in journalism.

(8)

(8)

x-x-x