DECEMBER 2024 **P/ID 36803/PJO1C**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Copy Editing
2. Weasel Wording
3. Markdown Syntax
4. Narrowcasting
5. Multimedia Storytelling
6. Editorial Workflow
7. Clickbait Prevention
8. Digital Newsroom
9. Content Management Systems (CMS)
10. Digital Narrative
11. Audience Engagement
12. Feature Writing

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are some best practices for news writing?

14. How does search engine optimisation impact news writing?

15. What are the key principles of effective editing?

16. What are the key roles in a contemporary news organization?

17. What are the key principles of design and layout?

18. How do different media platforms impact storytelling techniques?

19. What are the key elements of a good news backgrounder?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Examine the techniques of effective copy editing and news selection in digital journalism.

21. Analyze the unique writing techniques required for different media platforms, comparing radio, television, podcast and online news.

22. Examine the principles of story structure, focusing on the inverted pyramid and alternative approaches.

23. Explore the impact of convergence and collaborative tools on modern journalism.

24. Examine the challenges and opportunities of writing for a engaged audience.

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