

2055
B. Voc. (Media and Entertainment) FYUP
Second Semester
BME-202: Mobile Journalism

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit. All questions carry 8 marks.

x-x-x

I. Write a short note on any four of the following in 50-75 words each:-

- a) Backpack journalism
- b) Digital storytelling
- c) Podcasting and webcasting
- d) MoJo Story Arc
- e) Citizen Journalism
- f) Types of mics used in MoJo
- g) Importance of sound and video editing

UNIT - I

- II. Define MoJo. Describe its characteristics and scope.
- III. Is the smart phone a challenge to traditional journalism? How has it impacted journalism in democracies?

UNIT - II

- IV. What is convergence journalism? Describe the key trends and challenges related to convergence journalism.
- V. Explain with examples the steps in the MoJo workflow.

UNIT - III

- VI. Describe the apps and equipment required for MoJo.
- VII. What are the do's and don'ts of recording live on YouTube? How is YouTube live helping journalists and content creators?

(2)

UNIT - IV

- VIII. Describe the future trends in MoJo. Support your answer with examples from India and other countries.
- IX. Explain the current MoJo scenario in India citing case studies citing growth and current challenges.

x-x-x