**Journalism Exam**

**Question 1:**

Question: What are the requirements and considerations that one should keep in mind while planning navigation scheme for the web resource? [20 Marks]

**QUESTION 2:**

Discuss the current blogging phenomenon is a grassroots movement that may sow the seeds for new forms of journalism, public discourse, interactivity and online community. **[20 Marks]**

**QUESTION 3:**

What are the distinguishing characteristics of online journalism?

[20 Marks]

QUESTION 4:

Discuss the characteristics that distinguish online journalism from traditional media? [20 Marks]

QUESTION 5:

Question: What are the considerations that cyber journalist should keep in mind while writing for World Wide Web? [20 Marks]

**Question:** Discuss the characteristics that distinguish online journalism from

traditional media?

**Solution:** Solution to the given assignment should include the following points

focusing the eminent characteristics of online journalism as compared to

traditional journalism.

o Interactivity practiced and enjoyed through online journalism.

o Multimediality that is a plus point of online journalism made possible

through the converged technology. It enables journalist to use text,

graphics, sound, and voice to present stories in multimedia formats.

o Shift Time Advantage through which online publications can publish and

archive articles for screening at these instant or afterward, just as print,

film, or broadcast publications can.

o Real Time Benefit that online journalism can be produced and published in

real time, updating breaking news and events as they happen.

o Immediacy that online journalism provides the immediacy of broadcast and

radio with the depth of print.

o Internet provides opportunity to the journalists to present non-linear types

of storytelling, by using hypertext and multimedia in innovative ways**.**

o Non Linear Structure and consumption of information provided by online

journalism.

o Complexity of choice available through online journalism.

o Responsiveness to the user.

o Facilitation of interpersonal communication.

o Ease of adding information.

o Archival Function.

o Anyone can be publisher.

o Internet introduced Mass interaction to mass media.

o Internet has changed the way people access to news and provided flexible

delivery platforms to keep the audiences up-date.

o Reporters now routinely collect information in databases, analyze public

records, conduct interviews by e-mail, and research background for articles

on the Web.

1- The ARPANet was a project funded primarily by U.S. military sources such as

the Department of Defence.

True

False

2- Online journalism can be published in real time, updating breaking news and

events as they happen.

True

False

3- Online journalism is not interactive.

True

False

4- Online journalism also takes advantage of shifted time.

True

False

5- RSS is a mechanism used to distribute news content depending on the browser

or email client.

True

False

**Question:** Fill in the blanks.

6- The ----------------------- functions can be seen as an aspect of both interactivity

and hypertextuality.

7- Internet users can receive news updates and alerts in their inbox by subscribing

to Breaking News --------------------- alerts.

8- Linking ---------------- is an extension of your site's user experience and foster a

feeling of openness that's favorable to repeat visits.

9- ------------- Interview has the disadvantage of no voice-to-voice contact to detect

nuances of mood and character and no room for impromptu questions.

10- By ---------------------- we mean the extent to which text, graphics, sound,

voice, and images are translated and integrated into a common digital form.

Question: What are the considerations that cyber journalist should keep in mind

while writing for World Wide Web?

**Solution:**

Solution to this question should include discuss the following points which should be

keep in mind while one is going to write for the web.

o Interests of target audience

o Think of presenting information in a better way whether through text,

graphics, audio, video, clickable graphics, text, links, etc or a combination?

o Think how you can produce differently from or better than in any other

medium.

o Online journalists should tailor their interviewing and information gathering

specifically to their needs.

o Look for words to go with images, audio and video to go with words, data that

will lend itself to interactive formats.

o Remember that photos look better online when shot or cropped narrowly, and

streaming video is easier to watch when backgrounds are plain and zooming

minimal.

o Taping interviews make a powerful clip..

o Look for personalities who could be interesting chat guests.

o Keep an eye out for information that can be conveyed more effectively using

interactive tools.

o Write actively, not passively.

o Writing for the Web should be a cross between broadcast and print -- tighter

and punchier than print.

o Literate and detailed than broadcast writing.

o Write actively, not passively.

o Avoid the long clauses and passive writing of print.

o Logical Flow

o Make every effort for lively prose

o Try writing in a breezy style or with attitude

o Conversational styles work particularly well on the Web

o Traditional rules of writing apply online

o Avoid run-on sentences, mixed metaphors and clichés and short staffing

o People want to know not just what happened, but why it matters.

o And with all the information sources out there now, in the end it will be the

sites that explain the news the best that succeed. Write and edit all your stories

with this in mind.

o Write short but sweet, readers will stick with longer stories online if there is a

compelling reason for a story to be that long -- and if it continues to captivate

their attention.

o Larger blocks of text make reading on screens difficult, and you're more likely

to lose readers.

o Using more subheads and bullets to separate text and ideas helps.

o Writing should be snappy and fast to read.

o Extract information into charts, tables, bulleted lists and interactive graphics.

o So make sure you tell people what they are going to get.

o People prefer to go to sites that do a good job of compiling click-worthy links.

o Apply news judgment and editorial standards to the links.

o Do not forget the fundamentals of journalism.

o Write short paragraphs

o The heading at the top of the page should make absolutely clear what the page

contains or concerns.

o If the page text exceeds 300 words, subheadings will help the reader scan the

page efficiently and happily.

o Depending on the content, words or phrases in boldface can help readers find

what they want.

o Omit all unnecessary words.

o Numbered, bulleted or other indented lists help the reader make sense of the

information on the page.

1. ------------------- is the assisted transmission of signals over a distance for

the purpose of communication.

2. The International Digital Divide, also sometimes call as ------------------.

3. In a digital signal, the information is encoded as a set of ------------------

values for example ones and zeros.

4. The word -------------------- is short for telefacsimile means for "make a

copy at a distance".

5. ----------------------- is the possibility of various networks platforms to

provide practically the same set of services.

6. Convergence of media occurs when multiple products come together to

form one product with the -------------------------- of all of them.

7. A good example of where convergence within journalism has been

successful is Media General in -----------------------------.

8. A ----------------- is a set of interactive telecommunication technologies

which allow two or more locations to interact via two-way video and audio

transmissions simultaneously.

9. ------------------------ refers to the gap between people with effective access

to digital and information technology and those without access to it.

10. The integration of voice, data and video networks, transport and signaling

infrastructures in a single unified networking system, is referred to as a -----

------------.