

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
EXAMINATION: DECEMBER– 2025
THIRD SEMESTER
Sub: Data Journalism (MAMC 22-303)

Date: 18/12/2025

Total Marks : 20

Time: 2.00 pm to 3.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (10)

- A) Discuss the history and development of data visualization in journalism. How has the role of visualization evolved in storytelling? Include examples of how graphical integrity is maintained or violated.

OR

- B) Critically evaluate the role of different types of graphs in data journalism. Discuss how the choice of graph impacts the clarity, accuracy, and audience engagement, with examples of appropriate and inappropriate use cases.

Q. 2. Write short notes. (Any Two) (10)

- 1) Explain the concept of the lie factor
 - 2) What are the principles of CRAP
 - 3) Explain the Gestalt principles
 - 4) Colour Schemes
 - 5) Importance of data Visualisation
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