

**THIRD SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

Mass Communication and Journalism

JOU 3B 03—HISTORY OF JOURNALISM AND BROADCASTING

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer any five questions not exceeding 60 words.
Each question carries 3 marks.*

1. Prabhatham.
2. Farm and Home programme.
3. Ramnath Goenka.
4. Deenabandhu.
5. Anita Pratap.
6. Dainik Jagran.
7. Asianet.
8. SITE.
9. Deepika.

(5 × 3 = 15 marks)

Part B

*Answer any seven questions not exceeding 100 words.
Each question carries 5 marks.*

10. Describe the contributions of James Augustus Hicky to Indian journalism.
11. Briefly trace the history of Indian news agencies.
12. Comment on the newspapers run by political parties in Kerala.
13. Critically discuss the pattern of cross-media ownership.
14. What is the role of Kandathil Varghese Mappilai in journalism ?

Turn over

15. Comment on the role of UNESCO in setting up of the foundation for broadcasting in India.
16. Trace the history of F M radio in India to the present day.
17. Describe the role played by Kerala Patrika in Malayalam journalism.
18. Comment on the role played by the Malayalam press during the freedom movement.
19. Briefly comment on the state of eveningers in Kerala.
20. Describe the role of serampore missionaries in the history of Indian press.
21. Comment on the contributions of Pothen Joseph to Indian journalism.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Explain the objectives, functions and the role of the Press Council of India.
23. Give a brief report on the growth of press in post-independent India.
24. Evaluate the services of Swadeshbhimani Ramakrishna Pillai and Kesari Balakrishna Pillai to regional journalism.
25. Trace the development of television in India and its various services available

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Mass Communication and Journalism

JOU 3B 03—REPORTING FOR NEWSPAPERS

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Explain any five of the following each not exceeding 50 words.

Each question carries 3 marks.

1. Vinod Mehta.
2. Scoop.
3. Proximity.
4. Beat.
5. Infotainment.
6. PCI.
7. Nose for the News.
8. Deadline
9. PTI.

(5 × 3 = 15 marks)

Part B

Answer any seven questions.

Each not exceeding 100 words.

Each question carries 5 marks.

10. Briefly explain the principles of reporting with suitable examples.
11. What do you mean by 'inverted pyramid' in news writing ? List the main merits and demerits of this pattern of reporting news ?
12. Discuss briefly the role of special correspondent in a newspaper ?

Turn over

13. Analyse the national and regional newspaper coverage of any *one* of the following :
- The Hathras Case.
 - Farmers protest against the new agriculture laws.
14. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.
15. Describe briefly the duties and responsibilities of the chief reporter of a daily newspaper
16. Who is Harold Evans ? Briefly explain his contribution to the field of journalism ?
17. Analyse the importance of cultivating sources in journalism.
18. Write short note on any *one* of the following newspaper's coverage of news and presentation :
- Malayala Manorama.
 - Mathrubhumi.
 - Madhyamam.
19. What is a follow up story ? Suggest some recent news items worth follow up.
20. An ideal interview is said to be the midway between monologue and dialogue. Discuss how a reporter can successfully negotiate this middle way while taking a news interview.
21. What is investigative journalism ? Discuss the qualities of an investigative reporter.

(7 × 5 = 35 marks)

Part C

Answer any **two** questions.

Each not exceeding 400 words.

Each question carries 15 marks.

22. How did the COVID 19 pandemic affect the nature of newsrooms ? Substantiate your arguments with examples.
23. Describe the important qualities of news. Explain each of them with examples.
24. Discuss the skills and techniques a journalist has to cultivate in interviewing. Frame ten questions each for K K Shailaja and Sanju Samson if you were to interview them.
25. "Internet has changed the way newspaper industry works". Explain the statement with suitable examples.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Mass Communication and Journalism

JOU 3B 04—EDITING FOR NEWSPAPERS

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Explain any five of the following each not exceeding 50 words.

Each question carries 3 marks.

1. Letter to Editor.
2. Adobe Photoshop.
3. Stylebook.
4. Inverted Pyramid.
5. Stringer.
6. Masthead.
7. Copy Desk.
8. Advertorial.
9. Tombstoning.

(5 × 3 = 15 marks)

Part B

Answer any seven questions each not exceeding 50 words.

Each question carries 5 marks.

10. Briefly discuss the general principles of newspaper editing.
11. 'Sub editor is an unsung hero of a newspaper.' Comment.
12. 'Headlines should grab the attention of readers at the first glimpse.' Discuss.
13. Discuss the significance of picture editing.
14. Critically analyze the news content pattern in the international page of your favourite newspaper.
15. Discuss the challenges of editing in the digital age.
16. What are the features and functions of newspaper supplements ?
17. What is the role of readers' editor' in newspaper ?
18. Define the concept of page make-up. Also explain its significance among newspaper readers.
19. Explain the different news elements/contents of editorial page.

Turn over

20. 'Human interest stories largely appeal to the emotions of readers.' Comment.
21. Discuss the relevance of translation activities at the desk.

(7 × 5 = 35 marks)

Part C

Answer any two questions each not exceeding 400 words.

Each question carries 15 marks.

22. Illustrate the organizational structure of a newspaper desk? Also explain duties and responsibilities of the important functionaries?
23. Critically analyze the front page of any two Malayalam newspapers of your interest.
24. 'News sources should be highly credible and judiciously selected.' Throw your view? Also discuss different types of news sources.
25. Prepare an edited news report based on below given raw narration of news elements. Write a suitable heading also.

Covid-19 can devastate families in more ways than by just its debilitating effect on health - A farmer in Kerala allegedly took his own life after losing money on his pineapple crop as a fall out of the pandemic - Anil, a 45-year-old pineapple farmer from Muvattupuzha - Liabilities mounted up to 50 lakh due to price drop - Anil has been cultivating pineapple for the last 30 years on leased land - Suicide was the only solution - Central and state governments intervene with urgent remedial measures.

The Vazhakulam belt one of the largest pineapple producing regions in the country - 5,000 farmers are dependent on pineapple farming - The cost of production is estimated at about 6.25 lakh per hectare - The Covid pandemic situation led to prices plummeting to around 2.50-5 per kg, while the cost of production was around 23-24 per kg - According to Baby John, president of Pineapple Growers Association Keralam, the farm gate price has come down to 10 per kg compared to 40 last year - Today, the production is very minimal at around 200 tonnes per day against 1,000-1,500 tonnes a year ago - The government to entrust agencies like Micro Credit Innovations Department or Nabard with cost effective loans to continue the activities till the market is revived in a sustainable manner.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

Mass Communication and Journalism

JOU 3C 04—TELEVISION JOURNALISM

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer all the questions :

- 1 Expand MPEG _____.
- 2 _____ is an electronic device for combining the outputs of several sound sources with separate control over the volume or quality of each.
- 3 A _____ microphone picks up sound equally well from all directions.
- 4 A light which is positioned behind the subject is called _____.
- 5 The written blueprint for a production is called _____.
- 6 Expand PAL _____.
- 7 TV screen electronically divided to show two or more images simultaneously is called _____.
- 8 Expand BAFTA _____.
- 9 Who is the chairman of FTII _____.
- 10 _____ is a video image imperfection characterized by blurring of color borders or colors spill over defined boundaries.

(10 × 1 = 10 marks)

II. Answer any *eight* questions, each in about 60 words :

- 11 Piece to Camera.
- 12 Casting.
- 13 Dubbing.
- 14 Non-linear Editing.
- 15 Rundown.

- 16 Signature Line.
- 17 Package.
- 18 Pitch and Pace.
- 19 Vox pop.
- 20 Teaser.

(8 × 2 = 16 marks)

III. Answer any six questions, each question carries 4 marks :

- 21 Differentiate between ENG and DSNG.
- 22 Discuss briefly the different types of Stand-ups.
- 23 Explain Voice Over and Sound bite
- 24 Describe the basic principles of Live News Reporting.
- 25 Discuss the importance of Television News Headlines.
- 26 Write a short note on Story board and Shooting Script.
- 27 Narrate the role and responsibilities of a News Editor
- 28 Elucidate different stages of television programme production.
- 29 Differentiate between News Interview and Field Interview.
- 30 Explain the importance of graphics in visual presentation.

(6 × 4 = 24 marks)

IV. Answer any two questions; each question carries 15 marks :

- 31 Evaluate the basic qualities of a television news anchor.
- 32 Explain the organizational structure and functions of the Production Control Room.
- 33 Critically analyse any two news based programmes of leading Malayalam TV channels.
- 34 Explain the structure of the Television News.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Mass Communication and Journalism

JOU 3B 03—REPORTING FOR THE PRINT

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Reuters.
2. Blogging.
3. Arm chair journalism.
4. Press conference.
5. Credit line.
6. Development reporting.
7. Kuldeep Nayyar.
8. Liner.
9. Special correspondent.
10. Citizen journalism.
11. Tabloid.
12. Vox Pops.
13. Fourth estate.
14. Letter to the editor.
15. Flag.

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Today news is increasingly diluted by opinions and views. Discuss.
17. Discuss basic principles of news reporting.
18. Critically analyze the changing role and responsibilities of a reporter in the digital media landscape ?
19. As a trainee journalist, how do you build your news sources and ensure their credibility ?
20. Discuss different types of news with suitable examples.
21. 'Fake news is largely propagated through social media platforms.' Comment.
22. If you have assigned to conduct an interview with a Sahitya Academy award winner, what will be your interview preparation ?
23. 'Investigative reporting is a challenging task'. Explain with examples.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically analyze the need and relevance of assigning poverty' as one of the news beats in national media.
25. Explain different types of intro with examples.
26. 'News reporting is increasingly becoming a specialization in journalism.' Discuss.
27. As a rural reporter, prepare a news report based on the below hints related to the contemporary agricultural crisis in Wayanad, Kerala ?

Back to back natural calamities - Hectares of crops damaged in Wayanad - Floods and landslides
- Government report states total damage of agricultural sector Rs. 225 crores -Farmers suicides -
Damage to 1,500 hectare paddy fields and crops like 90 hectare pepper and 130 hectare ginger -
Major damage to plantain crops in Wayanad - Dairy farmers also suffered -Farmers not received
much compensation.

(2 × 10 = 20 marks)

THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021

Mass Communication and Journalism

JOU 3B 04—EDITING FOR THE PRINT

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer atleast ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 30.

1. Credit-line.
2. Photo editing.
3. Middle piece.
4. Inverted pyramid style.
5. Editorial page.
6. Punctuation.
7. Attribution.
8. Headlines.
9. Citizen journalist.
10. Stringer.
11. Obituary.
12. Editorial policy of a paper.
13. Euphemism.
14. News editor.
15. Trimming.

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. What are the general principles of editing ?
17. What is the difference between a running-story and a follow-up story ?
18. Explain the term inverted pyramid. Do you consider it a relevant model of news narration of new age ? Why ?
19. Examine the importance of knowledge of relevant laws while editing news.
20. Imagine Mohanlal declares his retirement from acting. What will be your headline for the news story ? Explain why you considered that headline.
21. How is a feature story different from a news story ?
22. Write notes on: (1) Editing for accuracy ; (2) Editing for balance.
23. Why do photographs get importance along with news reports ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Elaborate the important general principles of editing.
25. 'Headlines, intros and captions are said to be the touchstones of an editor's skill'. Substantiate with examples.
26. What are the various pages of a newspaper ? Discuss the contents of an editorial page.
27. Evaluate the importance of language in writing headlines. Write briefly on the different types of headlines.

(2 × 10 = 20 marks)

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Mass Communication and Journalism

JOU 4(3) C01—JOURNALISTIC PRACTICES

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. IPRA.
2. Logo.
3. Ad campaign.
4. ASCI.
5. External PR.
6. Page make up.
7. UNI.
8. News editor.
9. Interpretative reporting.
10. Chief reporter.
11. Hour glass style.
12. CSR.
13. Lead.
14. Objectivity.
15. Beat.

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. House Journal is a platform where employer and employees meet. Elucidate.
17. 'Public sector PR is an easy exercise compared to private sector PR'. Do you agree ? Explain your stand.
18. What do you understand by advertising campaign ? Does it depend on media planning ?
19. What is the function of headline in a print advertisement ?

Turn over

20. Discuss briefly the techniques of editing news agency copies for a newspaper.
21. News Editor is the number one man in a news room. Elucidate.
22. What are the main elements of a Public Relation campaign ?
23. What is investigative journalism ? Discuss with examples.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. What is crisis management in Public Relation ? What are the tools that may be used in overcoming crisis of an institution ? Discuss with examples.
25. Advertising is often accused of being unethical. Do you subscribe to this view ? Give your views on the need for ethics in advertising.
26. A photograph tells more than a thousand- word. Do you agree ? Give answer detailing the need for photography in journalism and the qualities of a photographer.
27. What do you understand by news values ? Do they play significant role in selecting news for the newspaper ? Explain.

(2 × 10 = 20 marks)

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021**Mass Communication and Journalism****JOU 4(3) C01—JOURNALISTIC PRACTICES****(2019—2020 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 4(3) C01—JOURNALISTIC PRACTICES
(Multiple Choice Questions for SDE Candidates)

- Which of the following can be considered as a division of business department of a newspaper ?
 - Advertising.
 - Composing.
 - Proof desk.
 - Photo department.
- A place where sub-editors sit and edit the news stories is called :
 - Morgue.
 - News Bureau.
 - News desk.
 - Mailroom.
- A collection of reference materials and files of reference in a newspaper office is called :
 - Mailroom.
 - Store room.
 - Morgue.
 - Photo library.
- Leader of editorial department in a newspaper is generally called :
 - Chief editor.
 - Senior sub-editor.
 - Bureau chief.
 - Manager.
- Who among the following is a cartoonist ?
 - Vinod Mehta.
 - Khushwant Singh.
 - N. Ram.
 - RK Laxman.
- A diagram of a page of a newspaper showing the place of stories, headlines, pictures and advertisements is called :
 - Broadsheet.
 - Dummy.
 - Body copy.
 - Plate.
- A write-up appeal on the editorial page below the article and above the letter to the editor is called :
 - Op-ed.
 - Masthead.
 - Editorial.
 - Middle.
- Which of the following is a news agency is head quartered in USA ?
 - ANI.
 - AP.
 - Reuters.
 - IAN.S.

9. Text appear below the photograph which explains the photograph :

- (A) Cross line. (B) Lead.
(C) Cut-line. (D) Byline.

10. _____ is a circulation auditing organisation in India.

- (A) Press trust of India. (B) Registrar of Newspaper for India.
(C) Audit Bureau of Circulation. (D) Press Council of India.

11. A persuasive message sent to journalists by PR officials to attract their interest in the client :

- (A) Embargo. (B) Pitch.
(C) Press release. (D) Paid media.

12. _____ is an official information given to media outlets by the organisation.

- (A) Press release. (B) News bulletin.
(C) Memo. (D) Newsletter.

13. Full form of PRSI :

- (A) Press release society of India. (B) Public relations society of India.
(C) Public relations secretary of India. (D) Press relations society of India.

14. _____ is an action taken by a private company to contribute to the development of the society it exists.

- (A) Corporate social responsibility. (B) Organisational responsibility.
(C) Public relations campaigns. (D) None of these.

15. USP is :

- (A) Unique Selling Proposition. (B) Unique Selling property.
(C) Utmost Selling proposition. (D) Unique Selling Promise.

16. First newspaper in India to print an advertisement is :

- (A) Times of India. (B) Bengal Gazette.
(C) Hindustan Times. (D) Amrita Bazar Patrika.

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Mass Communication and Journalism

JOU 4(3) C02—INTRODUCTION TO TV AND CINEMA

(2019—2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

17. Consistent attempt to influence decisions and policies of government is called :
- (A) Protesting. (B) Lobbying.
(C) Propaganda. (D) Marketing.
18. Advertising puffery is :
- (A) Cigarette advertisements (B) Print advertisement without any text
(C) Exaggerated claims in the ad (D) An advertising agency
19. The book *Public Opinion* is written by :
- (A) Ivy Lee. (B) Walter Lippmann.
(C) Sigmund Freud. (D) Edward Bernays.
20. Who launched Al Ameen newspaper ?
- (A) Muhammed Abdul Rahman. (B) Vakkom Moulavi.
(C) Abul Kalam Azad. (D) Hamid Ansari.

JOU 4(3) C02—INTRODUCTION TO TV AND CINEMA

(Multiple Choice Questions for SDE Candidates)

1. Doordarshan was launched in India on :
(A) 15 September 1949. (B) 15 August 1949.
(C) 15 August 1959. (D) 15 September 1959.
2. Which is the first private television news channel in Malayalam ?
(A) Indiavision. (B) Asianet News.
(C) Amrita TV. (D) Manorama News.
3. SITE stands for :
(A) Satellite Included Television Experiment.
(B) Satellite Instructional Television Experiment.
(C) Satellite Included Television Expansion.
(D) Satellite Included Television Education.
4. Twenty four News is owned by :
(A) Star Group. (B) Flowers Group.
(C) Media village. (D) None of the above.
5. The process of up-linking in Television Broadcast Starts from :
(A) Television Bureau. (B) Television Headquarters.
(C) Television Studio. (D) Edit Suit.
6. PCR stands for :
(A) Production Control Room. (B) Programme Control Room.
(C) Production Co-ordination Room. (D) Programme Co-ordination Reel.
7. The commands given from the PCR to the anchor to start the show is termed as :
(A) Cue. (B) Clap.
(C) Talk back. (D) Rat.

8. PTC or P2C is :
- (A) The introduction to a news story read by the anchor.
 - (B) The ending of a news story where the reporter gives a conclusion on the camera.
 - (C) The Promo video for a specific news story.
 - (D) None of the above.
9. An outdoor production is :
- (A) Programme shot outside the studio.
 - (B) Programme shot inside the studio.
 - (C) Programme aired from the headquarters.
 - (D) Programme aired from the field.
10. All live programmes are :
- (A) Recorded in the camera.
 - (B) Multi-camera productions.
 - (C) Pre-scripted.
 - (D) None of the above.
11. A freelance journalist, photographer, or videographer who contributes reports, photos, or videos to a news organization on assignment basis is called :
- (A) Assignee.
 - (B) Trainee.
 - (C) Stringer.
 - (D) Beat reporter.
12. Battleship Potemkin is a film directed by :
- (A) Edmund Meisel.
 - (B) Jacob Bliokh.
 - (C) Sergei Eisenstein.
 - (D) Dmitri Shostakovich
13. Bicycle Thieves is a movie directed by :
- (A) Vittorio De Sica.
 - (B) Cesare Zavattini.
 - (C) Enzo Staiola.
 - (D) Lianella Carell.
14. Which of the following is not a movie by Akira Kurosawa ?
- (A) Seven Samurai.
 - (B) Rashomon.
 - (C) The Life.
 - (D) Yojimbo.

15. Girish Kasaravalli is known for :
- (A) Parallel cinema movement. (B) Neo-Realism.
(C) Surrealism. (D) Malayalam film movement.
16. Apoorva Ragangal is :
- (A) A Tamil movie. (B) Directed by K Balachander.
(C) A 1975 movie. (D) All the above.
17. The first Malayalam movie - Vigathakumaran was released in :
- (A) 1928. (B) 1930.
(C) 1932. (D) 1936.
18. An establishing shot is mostly :
- (A) XLS. (B) Mid Shot.
(C) Close Up Shot. (D) OTS.
19. Worm's eye shot makes the subject :
- (A) Inferior. (B) Dominant.
(C) Actual (D) Nothing.
20. Key light in three point lighting is :
- (A) The primary light source. (B) The secondary light source.
(C) The tertiary light source. (D) Used to remove shadows.

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021****Mass Communication and Journalism****JOU 4(3) C02—INTRODUCTION TO TV AND CINEMA****(2019—2020 Admissions)****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. HBO.
2. Establishing shot.
3. Fill light.
4. Meghe Dhaka Tara.
5. ENG.
6. Mohsen Makhbalbaf.
7. Dollying.
8. Logging.
9. PCR.
10. HD Format.
11. Time code
12. Talking heads program.
13. Aspect Ratio.
14. Vittorio De Sica.
15. Non linear editing.

(10 × 3 = 30 marks)**Turn over**

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Explain the concept of 'Visual language'.
17. What are the major differences between hard light and soft lights ?
18. What are the guidelines for scripting different programs for television.
19. Critically evaluate any *one* of the films directed by Akira Kurosawa.
20. What is the importance of shot division in video production ?
21. Briefly examine the importance of using music in cinema.
22. List the trends and characteristics of contemporary Malayalam cinema.
23. G. Aravindan is described in India as a "philosopher-poet of the Seventh Art." Describe.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Elaborate the major types of shots and camera angles.
25. Explain the features of German expressionism by citing examples from 'The Cabinet of Dr. Caligari'.
26. What were the defining features of the works by Ritwik Ghatak, Mrinal Sen and Satyajit Ray-the three great masters of Bengali cinema ?
27. Explain the term 'schedule' in shooting and the importance of it in video and film productions ?

(2 × 10 = 20 marks)

THIRD SEMESTER (CBCSS–UG) DEGREE EXAMINATION, NOVEMBER 2021**Mass Communication and Journalism****JOU 3C 04—TELEVISION JOURNALISM****(2019—2020 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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JOU 3C 04—TELEVISION JOURNALISM
(Multiple Choice Questions for SDE Candidates)

- Digital video standards :
 - NTSC.
 - YMCK.
 - RGB.
 - JPEG.
- Dramatic continuity :
 - Logical coherence between shots.
 - Continuity of Drama episodes.
 - Scripts of a drama.
 - None of the above.
- Reverse Telecine :
 - Transfer of Movie to video.
 - Transfer of Video to Hard disc.
 - Transfer of video to Movie.
 - Transfer of video to CD.
- Media research
 - Innovation in media technology.
 - Study of effects of Different media.
 - Interactive Media.
 - None of the above.
- CCU :
 - Charged Couple Unit.
 - Camera condenser Unit.
 - Camera control unit.
 - None of the above.
- Television arrived in India in a small way in the year _____.
 - 1959.
 - 1979.
 - 1969.
 - 1949.
- Which one of the following is prepared at the earliest ?
 - Script.
 - Shooting Schedule.
 - Shot list.
 - Editor's cut.

8. Costing out a production means _____.
- (A) Mixing the visuals with audio.
 - (B) Selling a production to another production house.
 - (C) Finding the cost for producing the production.
 - (D) Writing the final script.
9. In a studio, the essential link between the director and the floor is performed by :
- (A) Florist.
 - (B) Floor Manager.
 - (C) Floor Officer.
 - (D) Administrator.
10. The first work in video editing is _____
- (A) Capture
 - (B) Shots.
 - (C) Time line.
 - (D) None of the above.
11. The microphone that picks up sound on all sides is :
- (A) Hyper-cardioid.
 - (B) Cardioid.
 - (C) Omnidirectional.
 - (D) Bidirectional.
12. The first edited version of a TV programme which needs further polishing and corrections before actual broadcast is a _____.
- (A) Rough cut.
 - (B) Match cut.
 - (C) First print.
 - (D) Rushes.
13. Programmes genre where the unscripted behavior of ordinary people are the focus of interest is known as _____.
- (A) Actuality footage.
 - (B) Reality television.
 - (C) Naturalism.
 - (D) Real TV.
14. Wipe is a transition device in which _____.
- (A) One frame fades out and the next frame fades in.
 - (B) One frame pushes out the earlier frame.
 - (C) One frame overlaps another frame.
 - (D) One frame instantly replaces another.

15. Lip-sync is a term used in _____.
- (A) Dubbing. (B) Lighting.
(C) Rehearsal. (D) Makeup.
16. Programme genre where the unscripted behavior of ordinary people are the focus of interest is known as _____.
- (A) Actuality footage. (B) Reality television.
(C) Naturalism. (D) Real TV
17. Which of the following is not a video file extension ?
- (A) MP4. (B) AVI.
(C) QT. (D) JPEG.
18. A light story used at the end of a newscast :
- (A) Kicker. (B) Pad copy.
(C) Feeds. (D) Filler.
19. When planning marketing communication, events are scheduled _____.
- (A) Randomly. (B) Sequentially.
(C) In rough order. (D) In parallel.
20. What should be done for Search Engine Optimisation ?
- (A) Frequency and priority of site in search.
(B) Hosting content in search engine.
(C) Developing a search Engine.
(D) None of the above.

THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021**Mass Communication and Journalism****JOU 3C 04—TELEVISION JOURNALISM**

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer atleast eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 24.*

1. Rajdeep Sardesai.
2. PTC.
3. OC.
4. Breaking news.
5. Teaser.
6. Infographics.
7. *Vakradrishti*.
8. *Munshi*.
9. Augmented reality.
10. Teller heads.
11. Sting operation.
12. Teleprompter.

(8 × 3 = 24 marks)

Section B*Answer atleast five questions.**Each question carries 5 marks.**All questions can be attended.**Overall ceiling 25.*

13. What is the role of the editorial team in a television news channel ?
14. Describe the challenges of live reporting.
15. Elaborate the preparations needed for an interview.

Turn over

16. How to write a Voice Over (VO) for a programme ?
17. What are the ingredients of television newscast ?
18. Examine the role of news editor in a 24 x 7 channel.
19. TV news anchoring requires multitasking. Explain the multitasking activities of a news anchor.

(5 x 5 = 25 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

20. Examine the organisational structure of a news channel.
 21. *Television prime time debates are increasingly becoming one sided trial by media. Discuss.*
- (1 x 11 = 11 marks)

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(Page : 4)

Name: _____

Reg. No. _____

**THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2020**

Mass Communication and Journalism

JOU 3C 04-TELEVISION JOURNALISM

(Multiple Choice Questions for SDE Candidates)

Time : 18 Minutes

Total No. of Questions : 50

Maximum : 50 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 04—TELEVISION JOURNALISM

(Multiple Choice Questions for SDH Candidates)

1. Dramatic continuity :
- (A) Logical coherence between shots.
 - (B) Scripts of a drama.
 - (C) Continuity of Drama episodes.
 - (D) High band editing.
2. Reverse Telecine :
- (A) Transfer of Movie to video.
 - (B) Transfer of video to Movie.
 - (C) Transfer of Video to Hard disc.
 - (D) Transfer of video to CD.
3. Production planning :
- (A) Pre production.
 - (B) Post Production.
 - (C) Editing.
 - (D) Dissemination.
4. CG :
- (A) Character Generator.
 - (B) Control ground.
 - (C) Condenser Generator.
 - (D) Chroma generator.
5. Television arrived in India in a small way in the year _____.
- (A) 1959.
 - (B) 1969.
 - (C) 1979.
 - (D) 1949.
6. Which of the following was developed the earliest ?
- (A) Radio Broadcast.
 - (B) Podcast.
 - (C) Terrestrial Telecom.
 - (D) Satellite Telecom.
7. Final production cost divided by the final duration of the programme is called :
- (A) Cost per viewer.
 - (B) Cost per minute.
 - (C) Cost vs measured benefits.
 - (D) Actual cost.

8. Wardrobe supervisor is associated with :
- (A) Budgeting.
 - (B) Lighting.
 - (C) Acting.
 - (D) Costumes.
9. The method of video editing which utilizes the computer environment is called :
- (A) Linear editing.
 - (B) Non-Linear editing.
 - (C) Assemble editing.
 - (D) In-camera editing.
10. The microphone that picks up sound on all sides is :
- (A) Hyper-cardioid.
 - (B) Cardioid.
 - (C) Omnidirectional.
 - (D) Bidirectional.
11. The first edited version of a TV programme which needs further polishing and corrections before actual broadcast is a _____.
- (A) Rough cut.
 - (B) Match cut.
 - (C) First print.
 - (D) Reel.
12. A TV producer is not supposed to _____.
- (A) Be present during the recording of a show.
 - (B) Oversee the editing process.
 - (C) Edit and rewrite the script.
 - (D) Prepare final VTR for the purpose of broadcasting.
13. The number of frames per second of a video is _____.
- (A) 25.
 - (B) 30.
 - (C) 24.
 - (D) 50.
14. A signal to an anchor or presenter to start talking or begin his action is termed as _____.
- (A) Cue.
 - (B) Call.
 - (C) Order.
 - (D) Noise of the show.

15. Generation loss is the most minimal in _____.
- (A) Non-linear editing.
 - (B) Transferring.
 - (C) Linear editing.
 - (D) Assembly editing.
16. A long more than two minutes commercial providing extensive product/service description and sales information.
- (A) Infomercial.
 - (B) Promotion.
 - (C) Piggyback.
 - (D) Heavy-up.
17. A broadcast commercial aired between two programs instead of in the middle of one program.
- (A) Bumper.
 - (B) Break Position.
 - (C) Teasers.
 - (D) Promos.
18. An element of copy above the body that trumpets the important content to come.
- (A) Slogans.
 - (B) Headline.
 - (C) Lead.
 - (D) Logo.
19. Drift in marketing communication strategy is caused by _____.
- (A) New products.
 - (B) Competitors.
 - (C) Insufficient attention to communication strategy.
 - (D) Changing consumer tastes.
20. What should be done for Search Engine Optimization ?
- (A) Frequency and priority of site in search.
 - (B) Hiding content in search engines.
 - (C) Developing a search Engine.
 - (D) None of the above.

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TAMIL NADU STATE BOARD OF TECHNICAL EDUCATION
CHENNAI
REGULATION 2013
B.TECH. (CIVIL) SEMESTER I
STRUCTURAL ANALYSIS
PART - B
QUESTION PAPER

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Section B

*Answer at least five questions.
Each question carries 5 marks.
All questions can be attempted.
Overall Ceiling 25.*

13. Describe the important qualities of a TV reporter.
14. Elaborate the organizational structure of TV news channel.
15. Analyze the role of editor in a news channel.
16. Describe the role of PCR in a 24 x 7 news channel.
17. What are the principles of preparing headlines for a newscast?
18. Examine the role and responsibilities of producer in a news channel.
19. What is panel discussion? How should an anchor prepare for conducting an effective panel discussion?

(5 x 5 = 25 marks)

Section C

*Answer any one question.
Each question carries 11 marks.*

20. Describe the qualities of news anchors? Have they become undignified judges during news hour debates?
21. Examine the scope and challenges of digital media upon news channels.

(1 x 11 = 11 marks)

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Section B

*Answer at least five questions.
Each question carries 6 marks.
All questions are to be attempted.
Overall Ceiling 30*

16. How will you differentiate between high key and low key lighting ?
17. Critically evaluate any one of the films directed by Adoor Gopalakrishnan.
18. Explain the guidelines for scripting different kinds of television programmes.
19. Why is Dadasaheb Phalke known as 'the father of Indian Cinema' ?
20. Sensibly planned pre-production is the key to the success of any visual media production. Comment.
21. Write a short note on the 'breaking news' syndrome in Malaysian channels. What are the overall effects of this trend on newscasts ?
22. What is the future of television in the age of Digital Media ?
23. What are the specialities of the films made by John Abraham ?

15 x 6 = 30 marks

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. What is three point lighting ? With an illustration, explain the position of each of the lights in the scheme.
25. List and explain at least ten types of shots that are used in TV/Cinema.
26. Explain the characteristics Italian Neorealism. Also explain the dominant influences of Neorealism on Indian cinema.
27. Give an overview of the trends and developments in Malaysian cinema.

12 x 10 = 30 marks

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Mass Communication and Journalism

JOU 413) CO1—JOURNALISTIC PRACTICES

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks

All questions can be attempted.

Overall Coding 30

- | | |
|----------------|---------------------|
| 1. Desk. | 2. Vinod Mehta. |
| 3. Soft news. | 4. R. K. Laxman. |
| 5. Rana Ayyub. | 6. Column. |
| 7. Reuters. | 8. QuarkXPress. |
| 9. PRSI. | 10. Code of Athens. |
| 11. Logo. | 12. AAMI. |
| 13. Raghu Rai. | 14. Attribution. |
| 15. Middle. | |

(10 × 3 = 30 marks)

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attempted.

Overall Coding 30

16. Describe the role of the business section of a newspaper.
17. What is the role of a news editor?
18. Elaborate the preparations needed for an interview.
19. How do social media especially Twitter become important news sources?

20. Analyse the need for designing a newspaper.
21. Headlines should not only tell the story, but also sell them. Explain.
22. Examine the digital tools for a PR practitioner.
23. Assess the important code of ethics in advertising.

(3 × 6 = 18 marks)

Section C

Answer any two questions.
Each question carries 10 marks.

24. Critically analyse the role of chief editor of a newspaper.
25. What is a personality profile? Write a profile of a person of your choice.
26. Why do we need editing? Elaborate the general rules of editing in a newspaper.
27. What is CSR? How does a company Antareship benefit from CSR?

(2 × 10 = 20 marks)

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1. Objectivity.
2. Catchword
3. Sub-editing
4. Label.
5. Deadline
6. Caption
7. Newspaper supplement.
8. Jump.
9. Copy editor.
10. Simple present tense.
11. News agency.
12. KISS
13. Daily.
14. Syntax.
15. Editorial.

Section B

(10 × 3 = 30 marks)

Answer at least five questions.
Each question carries 6 marks.
All questions can be attempted.
Overall Writing 30

16. Explain the need and importance of editing.
17. Both headline and intro represent the summary of the story. Then how do they differ?

Turn over

18. What are the characteristics of a newspaperman's language?
19. Write a note on picture editing.
20. Write notes on: (1) Translation; (2) Press Release.
21. Differentiate between a hard news and a soft news.
22. Prepare a suitable intro for a news of the 2020 Presidential election in US.
23. Describe the difference in responsibilities of a proof-reader and an editor.

(5 × 6 = 30 marks)

Section C

Answer any two questions.
Each question carries 10 marks.

24. What do you mean by a news desk? What are its functions? Explain the role of a sub-editor and a news-editor in detail.
25. Writing pattern and language differ for different types of newspaper contents. Explain citing the examples of hard news, features, analytical news, Sports stories and news involving technical matters.
26. Analyse the features and functions of the different pages of a newspaper. Give your suggestions to improve the contents of a newspaper.
27. Analyse the process of translating from English to Malayalam and vice versa.

(2 × 10 = 20 marks)

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Mass Communication and Journalism
JOU 3B 03—REPORTING FOR THE PRINT

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.
Each question carries 3 marks.
All questions can be attempted.
Overall Ceiling 30.

1. AFP.
2. Vlogger.
3. Data Journalism.
4. Press release.
5. Column reporter.
6. Business reporting.
7. P. Sainath.
8. Stringer.
9. Foreign correspondent.
10. Participatory Journalism.
11. Broadsheet.
12. Filler.
13. Follow-up story.
14. Merges.
15. Method.

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Section B

*Answer at least five questions.
Each question carries 6 marks.
All questions can be attempted.
Overall Ceiling 30.*

16. Discuss the challenges involved in investigative reporting with examples ?
17. Critically analyze the relevance of picking up 'rural reporting' as one of the beats in our national media.
18. Explain different types of interviews ?
19. 'Social media is hugely vulnerable to fake news content.'-Explain with examples ?
20. As a development reporter, prepare a news report based on the below hints related to the Kudumbashree's agri-village project in Kerala ?
Starting smart agri-villages - leadership of Kudumbashree - Project will commence from June - agri-villages in each district - self sufficiency and job opportunities - Agricultural department funded 20 acres initially - ensure water shade in 500 hectares - Associated with National Rural Livelihood Mission - Agri-villages include organic farming, agro elasia, bio-gas units, poultry farm and many other - A special team of Kudumbashree will survey the selected project.
21. Explain the concept of 5W's and one H ? Also discuss the different types of news ?
22. 'News is sacred, comments are free.' Discuss ?
23. Critically describe the concept of 'tone of news'.

16 = 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Discuss the qualities and responsibilities of a news reporter.
25. 'Print truth era opens up a news space with multiple truths and multiple realities.' Throw your views ?
26. 'News reporting is an ethical act.' Examine the statement by applying the principles of news reporting ?
27. 'First paragraph of a news story should hook readers' attention.' Explain ? Also discuss the different types of news lead ?

(2 = 10 = 20 marks)

Mass Communication and Journalism
JOU 3C 04--TELEVISION JOURNALISM
(2017 Admissions)
(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 50	Maximum : 50 Marks
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INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 04—TELEVISION JOURNALISM
(Multiple Choice Questions for SDE Candidates)

1. Dramatic continuity :
(A) Logical coherence between shots. (B) Scripts of a drama.
(C) Continuity of Drama episodes. (D) None of the above.
2. Reverse Telecine :
(A) Transfer of Movie to video. (B) Transfer of video to Movie.
(C) Transfer of Video to Hard disc. (D) Transfer of video to CD.
3. Media research :
(A) Innovation in media technology. (B) Study of effects of Different media
(C) Interactive Media. (D) None of the above.
4. CCU :
(A) Charged Couple Unit. (B) Camera control unit.
(C) Camera condenser Unit. (D) None of the above.
5. TAM is -----
(A) Television Audience Measurement.(B) Television Air Marketing.
(C) Tele Air Marketing. (D) Television Audio Measurement.
6. Which of the following was developed the earliest ?
(A) Radio Broadcast. (B) Podcast.
(C) Terrestrial Telecast. (D) Satellite Telecast.
7. Costing out a production means -----
(A) Mixing the visuals with audio.
(B) Selling a production to another production house.
(C) Finding the cost for producing the production.
(D) Writing the final script.

8. Wardrobe supervisor is associated with :
- (A) Budgeting.
 - (B) Lighting.
 - (C) Acting.
 - (D) Costumes.
9. The first work in video editing is :
- (A) Capture.
 - (B) Shots.
 - (C) Time line.
 - (D) None of the above.
10. The process of adding new tracks to existing tracks in a multi track recording system is called _____.
- (A) Overdubbing.
 - (B) Bouncing.
 - (C) Punching in.
 - (D) Combo-cording.
11. A camera mounting that straps the camera to the body of the operator to keep the image reasonably steady is known as :
- (A) Steadicam.
 - (B) Sturdyman.
 - (C) Studycam.
 - (D) None of the above.
12. A TV producer is not supposed to _____.
- (A) Be present during the recording of a sitcom.
 - (B) Oversee the editing process.
 - (C) Edit and rewrite the script.
 - (D) Prepare final VTR for the purpose of broadcasting.
13. The number of frames per second of a video is _____.
- (A) 28.
 - (B) 30.
 - (C) 24.
 - (D) 50.
14. The number of minutes of tape used to shoot a sequence compared to the screen time of the finished product is known as _____.
- (A) Shooting ratio.
 - (B) Canning ratio.
 - (C) Peg index.
 - (D) Screen index.

15. Generation loss is the most minimal in _____.
- (A) Nonlinear editing.
 - (B) Transferring.
 - (C) Linear editing.
 - (D) Assembly editing.
16. A long more than two minutes commercial providing extensive product/service description and sales information
- (A) Industrial
 - (B) Promotion.
 - (C) Piggyback.
 - (D) Heavy-up.
17. A broadcast commercial aired between two programs instead of in the middle of one program :
- (A) Bumper.
 - (B) Break Position.
 - (C) Tunnels.
 - (D) Promos.
18. An element of copy above the body that trumpet the important content to come :
- (A) Slogas.
 - (B) Headline
 - (C) Lead.
 - (D) Legs.
19. Drift in marketing communication strategy is caused by _____.
- (A) New products.
 - (B) Competitors.
 - (C) Insufficient attention to communication strategy.
 - (D) Changing consumer tastes.
20. What is the name of the popular software used for creating 3 D animation for use in web pages ?
- (A) Flash.
 - (B) Premier.
 - (C) Page maker.
 - (D) Photoshop.

Part A

**Answer all questions.
Each question carries 1 mark.**

1. What does RGB signify ?
 - a) Rig, Bellast, Orid.
 - b) Right, Bright, Orest.
 - c) Red, Blue, Green.
 - d) Ring, Bring, Cring.
2. Minister for Information and Broadcasting is :
 - a) Narendra Modi.
 - b) Harsh Vardhan.
 - c) Prakash Javadekar.
 - d) Rajnath Singh.
3. News script not previously read by the reporter until the camera is rolling :
 - a) News copy.
 - b) Cold copy.
 - c) Ad copy.
 - d) Fresh copy.
4. A shot of something other than the main action of an action sequence :
 - a) Cut back.
 - b) Jump cut.
 - c) Downcut.
 - d) Cutaway.
5. Chopping off the end of a story or sound bite :
 - a) Cut back.
 - b) Jump cut.
 - c) Downcut.
 - d) Cutaway.

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6. A summary segment in which the main headlines are broadcast in brief (around a minute or less):
- a) News envelope.
 - b) News magazine
 - c) News bulletin.
 - d) Newscast.
7. The areas of expertise in which a journalist or reporter covers on a regular basis and on an in depth level, such as politics, health, or law enforcement.
- a) Round.
 - b) News Envelope
 - c) Beat.
 - d) News coverage.
8. The term bit is formed by compressing two terms. They are :
- a) Binary, Terminal.
 - b) Binary, Digit.
 - c) Broadcast, Digital.
 - d) Basic, Intelligence.
9. A story updating or supplying additional details about an event that's been previously covered :
- a) Addition.
 - b) Follow-up
 - c) Repetition.
 - d) Coverage.
10. Lining up stories within a newscast based on their importance and relationship to one another :
- a) Stacking.
 - b) Scheduling.
 - c) Arranging.
 - d) Spotting.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.
Each not exceeding 50 words.
Each question carries 3 marks.

- 11. PTC.
- 12. NBA.
- 13. OB Van.
- 14. Bing.
- 15. Breaking News.
- 16. TRP.

17. *Advocacy Journalism.*
18. *Vox Pop.*
19. *Visual editor.*
20. *Netrunner.*

18 x 2 = 36 marks

Part C

*Answer any six questions.
Each not exceeding 100 words.
Each question carries 6 marks*

21. *Briefly explain the key features of TV reporting with suitable examples.*
22. *"Internet has changed the way TV industry work." Explain with suitable examples.*
23. *How important is it for a journalist to cultivate sources?*
24. *Write short note on any two of the following :*
 - a) *Manorama News.*
 - b) *Asianet News.*
 - c) *Mathrubhumi News.*
 - d) *Reporter TV.*
25. *Write a short note on social media newsfeeds.*
26. *Describe the factors that an anchor needs to keep in mind while organizing a panel discussion on TV.*
27. *Reporters are eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.*
28. *News has become more interpretative with the growth of 24 hours news television. Discuss the value of interpretation to the public.*
29. *Explain the function of the News Editor in a television news room.*
30. *Selecting and writing news for television is different from selecting and writing news for newspapers. Discuss briefly the characteristics that make the difference.*

Part D

*Answer any 1/00 questions.
Each not exceeding 400 words.
Each question carries 10 marks.*

31. Describe the production control room operations of a TV news channel ?
32. How did the COVID 19 situation affect the nature of TV reporting ? Substantiate your arguments with examples.
33. Discuss the skills and techniques a TV journalist has to acquire for interviewing. Frame ten questions each for Narendra Modi and Panchajit Vijayan if you were to interview them.
34. Prepare a news copy of an event/incident in your neighbourhood incorporating all the necessary ingredients for a TV version.

(2 = 10 = 30 marks)

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Mass Communication and Journalism
JOU 3B 04—EDITING FOR NEWSPAPERS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Explain any five of the following in not exceeding 50 words.
Each question carries 3 marks.

1. Copy Desk.
2. Citizen Journalism.
3. Stylebook.
4. Intro.
5. Headlines.
6. Editing for accuracy.
7. Classifieds.
8. Press release.
9. Proof reading.

Part B

15 x 3 = 15 marks

Answer any seven questions not exceeding 100 words.
Each question carries 3 marks.

10. Explain the term inverted pyramid. Do you consider it a relevant model of news narrative?
11. Differentiate between a column and article.
12. 'Captions are considered as the heart and soul of news photographs'. How?
13. Imagine, actor Mohanlal declares retirement from playback singing. What will be your headline for news story? Explain why have you considered that headline.

Turn over

14. Write a note on the various pages in a newspaper.
15. Write briefly on the structure of a news story.
16. How is the policy of a newspaper and editing related ?
17. Briefly explain the concept of copy editing.
18. Explain the various types of headlines.
19. Describe the challenges faced by sub-editors while editing feature articles.
20. Differentiate between layouts of an editorial page and a sports page.
21. What do you mean by translation ? What are the points to be noted while translating from one language to another ?

(7 = 5 = 35 marks)

Part C

Answer any two questions each one not exceeding 400 words.
Each question carries 15 marks.

22. Why do we describe the Sub-editor as the unseen hero of a newspaper ?
23. The principles of editing keep evolving as time passes. Do you agree ? Discuss in detail.
24. Writing patterns and language differ for different types of newspaper contents. Explain citing examples of hard news, features, analytical news, sports stories.
25. Edit the following raw narration into a clean comprehensive news story. Write a suitable intro, arrange the order of details as needed and delete all irrelevant details. Check the errors, style and clarity. Give a suitable heading also.

Flooding due to last night's rain storm, has damaged severely construction work on the city's newest radio station. Manohari FM, which was scheduled to go on the air next month, has had its air date moved back at least a month, according to station spokesperson Susha Vinod.

Min Vinod, who is also one of the station's co-owners and has been advertised in planning to be one of the station's dishjockeys, said the floods severely damaged the interiors of the station and knocked down the half-completed tower.

"We haven't determined the full extent of the damage, said Min Vinod, but it's sure its going to be bad. She said the station would be delayed at least a month in going on the air."

The flooding was caused by some heavy rains that fell throughout the state earlier in the week. Several homes and businesses in the area of the station known as Flat plains was reported damaged.

(2 = 15 = 30 marks)

- 1 Deadline.
- 2 Scoop.
- 3 Wire service.
- 4 Curtain raiser story.
- 5 Investigative reporting.
- 6 Prominence.
- 7 Impact.
- 8 Infotainment.
- 9 Soft news.

(5 × 3 = 15 marks)

Part B

II. Answer any seven questions not exceeding 100 words. Each question carries 5 marks :

- 10 What do you mean by 'inverted pyramid' in news writing ? What are the major merits and demerits of this pattern of reporting news ?
- 11 Why is news considered as a perishable item ?
- 12 Explain the news values of proximity, conflict and consequence. Give suitable examples.
- 13 What is interviewing ? How would you prepare yourself to interview the Chief Minister ?
- 14 "News consists of only actual persons and events". Discuss.

Turn over

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- 15 'Skeptical' is a desirable quality of a news reporter. Discuss.
- 16 Explain the potentials of internet as a vital news source in the present scenario.
- 17 "Sources are valued assets of a news reporter. He/she should handle them with care". Illustrate.
- 18 What is crime reporting? What are the precautions to be taken in reporting crime ?
- 19 'A reporter is expected to be responsible to different groups of people.' Substantiate.
- 20 As a reporter, you receive a telephonic message about a fire mishap in a multi-storey building complex. How would you prepare yourself to report it ?
- 21 What are the preparations to be made to report a major sports event ?

17 = 6 = 36 marks

Part C

III. Answer any two questions each one not exceeding 400 words. Each question carries 15 marks :

- 22 Prepare a detailed news report with an appropriate headline on a major issue of your village/town.
- 23 What do you mean by specialised reporting ? Explain the different types of specialised reporting.
- 24 How would you, as a responsible reporter, seek to restore peace in times of communal tension ?
- 25 What are news sources ? Explain the various news sources available for objective and balanced reporting.

12 = 15 = 30 marks

**THIRD SEMESTER (CUCBCBS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Mass Communication and Journalism

JOU 3B 03—HISTORY OF JOURNALISM AND BROADCASTING

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions not exceeding 50 words.

Each question carries 3 marks

- | | |
|--------------------------|---------------|
| 1) Amrita Bazar Patrika. | 2) Humlog |
| 3) Radio Mastoi. | 4) Cable TV. |
| 5) Arwini Sarin. | 6) The Hindu. |
| 7) A1 Ameen. | 8) UNI. |
| 9) Leela Menon. | |

(5 × 3 = 15 marks)

Part B

Answer any seven questions not exceeding 100 words.

Each question carries 8 marks.

- 10) Evaluate SITE.
- 11) Comment on the contributions of C V Kunjiraman to Malaysian Journalism.
- 12) Analyse Sivaram as a journalist
- 13) Discuss the role of Kerala Kaumudi towards regional journalism
- 14) What is the significance of "Kerala Mitram" in the history of Malayalam Press.
- 15) Briefly point out the broadcasting codes for Doordarshan.
- 16) Trace the history of investigative journalism in India.
- 17) Discuss the contributions of Raghu Ray to Journalism.

- 18) Comment on whether private FM channels have made the AIR more professional.
19) Analyse the newspapers run by political parties in Kerala.
20) Critically analyse the Emergency period and the press.
21) Describe the contributions of James Silk Buckingham to Indian journalism.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.
Each question carries 15 marks.

- 22) Critically analyse the Indian press today.
23) Analyse the journalistic efforts of M K Gandhi.
24) Give an overview of Malayalam journalism.
25) Discuss the objectives of public television in India and explain how far the objectives have been fulfilled.

(2 × 15 = 30 marks)

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