

(6 pages)

Reg. No. :

Code No. : 23054

Sub. Code : JMEN 5 B/
SEEN 5 B

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Fifth Semester

English – Main

Major Elective — JOURNALISM AND MASS
COMMUNICATION

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Journalism is the publication of _____ and views on various aspects of human activities in newspapers and periodicals,
 - (a) News
 - (b) Ethics
 - (c) Reviews
 - (d) Cartoons

2. _____ supervises the local editorial staff.
- (a) Business Editor (b) Managing Editor
(c) Sunday Editor (d) City Editor
3. The News Agency gives important news in the form of _____.
- (a) deadlines (b) flash
(c) lead (d) dak desk
4. _____ is an art in itself.
- (a) News Bureau (b) Interview
(c) Skill (d) Record
5. Raja Ram Mohan Roy is said to be the _____ of the Indian Journalism.
- (a) Master (b) Father
(c) Reformer (d) Publisher
6. _____ is the recipient of the message sent by the sender.
- (a) Encoding (b) Decoding
(c) Feedback (d) Receiver

7. _____ is credited for launching Hinglish news bulletins.
- (a) Star Plus (b) Star One
(c) Zee TV (d) Star Gold
8. The audience ask questions during the programme by dialing a number is called _____.
- (a) Concerts
(b) Phone-in-programmes
(c) Hot Switching
(d) Radio-Bridge Programme
9. The word _____ is an acronym of web-log.
- (a) web-plea (b) hate site
(c) blog (d) web-hate
10. A web journalist is required to have _____ knowledge.
- (a) typing (b) english
(c) computer (d) scientific

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the three main objectives of journalism?

Or

- (b) Discuss the duties of a sub-editor.

12. (a) What are the basic elements of News?

Or

- (b) Discuss the qualities of reporter.

13. (a) Explain Group Communication.

Or

- (b) Give an account of Bhartendu Era.

14. (a) Write about the Cable Television Networks Act, 1995.

Or

- (b) Write about the Phone-in-Programmes.

15. (a) Give a short account of blog.

Or

(b) Write about the four important components of Information Technology.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the role and duties of a Chief Editor.

Or

(b) Explain the features of writing a headline.

17. (a) Outline the features of Investigative Journalism.

Or

(b) News Agencies are vital source of news for any media organisation – Discuss.

18. (a) Discuss the Normative theories of Mass Media.

Or

(b) Write an essay on the different types of communication.

19. (a) Write an essay on the Current Trends in Radio Broadcast.

Or

(b) What are the criteria for uplinking of news and current affairs TV channels in India?

20. (a) Write an essay on Web Journalism.

Or

(b) Discuss the efforts of the Government in the field of Information Technology.
