

(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.
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