

(6 Pages)

Reg. No. :

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SEEN 5 B

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021.

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 questions.

Choose the correct answers :

1. A news organization is broadly divided into
_____ departments.

(a) Five

(b) Six

(c) Four

(d) Three

2. _____ authority is ultimate and unquestionable.
- (a) Reporter's (b) Editor's
(c) Reader's (d) Sub editor's
3. The news agencies have _____
- (a) Perfect deadlines (b) No deadlines
(c) Multiple deadlines (d) Many deadlines
4. _____ is a conventional service and is in existence since the invention of telegraph.
- (a) Wire service (b) News telegram
(c) News wire (d) Wireless telegraph
5. Publication of Bengal gazette began in _____
- (a) 1780 (b) 1790
(c) 1795 (d) 1770
6. The anglo Indian newspaper _____ had liberal attitude towards India.
- (a) The Pioneer (b) India Gazette
(c) Statesman (d) Calcutta Gazette
7. Radio Broadcast informally started in India in _____
- (a) 1932 (b) 1923
(c) 1943 (d) 1934

8. Television broadcasting began in India in —————
(a) 1956 (b) 1957
(c) 1959 (d) 1953
9. ————— is called as the information super highway.
(a) Broadband (b) Fibernet
(c) Nanotubes (d) None of the above
10. ————— is an internet magazine which is continuously modifies and updated.
(a) Log-tech (b) Web-tech
(c) Web-log (d) Tech-X

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) How is internet a great source of reference material for news people?

Or

- (b) What are the duties of a chief editor?

12. (a) How are the news agencies categorised?

Or

(b) What are the basic elements of news?

13. (a) What is known as Dwivedi era in Indian journalism?

Or

(b) What are the features of non verbal communication?

14. (a) How is FM a boon in radio broadcast?

Or

(b) What is known as digital territorial transmission?

15. (a) How is information technology useful in journalism?

Or

(b) How does internet change the face of journalism?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Answer should not exceed 600 words.

16. (a) Explain the procedure involved in writing a headline.

Or

- (b) How is writing for magazines different from daily news papers?

17. (a) What are the sources of information for reporting?

Or

- (b) What are the modern tools of reporting?

18. (a) How did the vernacular press in India come into existence?

Or

- (b) What are the normative theories of mass media?

19. (a) Write on the community radio revolution in India.

Or

- (b) Write about the social responsibility of tv channels.

20. (a) How are state wide area networks useful in journalism?

Or

(b) How is social networking useful in web journalism?
