

THIRD SEMESTER M. A. DEGREE EXAMINATION, NOVEMBER 2020
MALAYALAM
FMAL3C09 - REPORTING FOR MEDIA

Time: Three Hours

Maximum Weightage: 30

Part A: Short answer questions. Answer any *four* questions. Each carries *two* weightage.

1. Describe an inverted pyramid.
2. Define nose for news.
3. What is a press release?
4. Explain the importance of lead in a news story.
5. Detail the importance of specialized reporting.
6. Elucidate the importance of human interest part in a newspaper.
7. State the different media types and traits.

(4 × 2 = 8 weightage)

Part B: Short essay questions. Answer any *four* questions. Each carries *three* weightage.

8. Differentiate between hard news and soft news.
9. Enumerate the steps for disaster reporting.
10. Describe the preparations to be taken for sociopolitical reporting.
11. Define the major news gathering techniques with some examples.
12. What is the scope of investigative journalism in the latest media scenario?
13. Observe the prospects of sports journalism in Malayalam media.
14. Elucidate the policy measures while doing literature review for media.

(4 × 3 = 12 weightage)

Part C: Essay questions. Answer any *two* questions. Each carries *five* weightage.

15. Describe the method used while writing for radio programmes.
16. Explain the major milestones in Malayalam media history.
17. Observe the importance of development reporting for social emancipation.
18. State the merits and demerits of reporting for new media.

(2 × 5 = 10 weightage)