

**THIRD SEMESTER M.A DEGREE EXAMINATION, NOVEMBER 2021
(Regular/Improvement/Supplementary)**

**MALAYALAM
FMAL3C09 - REPORTING FOR MEDIA**

Time: Three Hours

Maximum Weightage: 30

Part A: Short answer questions. All questions can be answered. Each carries two weightage (Ceiling 6 weightage).

1. Define the importance of an editorial.
2. Observe the benefits of a press meet.
3. How do you assure news worthiness?
4. Explain the reason for choosing main story in a newspaper.
5. Elucidate the effect of a cartoon.
6. Describe the qualities of a good sports report.
7. Identify the basic journalistic ethics to be followed.

Part B: Short essay questions. All questions can be answered. Each carries four weightage (Ceiling 12 weightage).

8. Elucidate the imperativeness in reporting agriculture.
9. Differentiate between reporting speech and conferences.
10. Define the major sources of news and its trustworthiness.
11. Elucidate the skills for doing reviews and critical columns.
12. What are the preparatory steps and measures for television news programmes?
13. Describe the principles of reporting crime.
14. Observe the prospects of Malayalam journalism with examples.

Part C: Essay questions. All questions can be answered. Each carries six weightage (Ceiling 12 weightage).

15. Differentiate between journalistic writing and creative writing.
16. Describe the use of language in writing scripts for electronic media.
17. Analyse the development journalism endeavours available in the current media scenario.
18. Enumerate the major milestones in media in India after independence.