

THIRD SEMESTER M.A. DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

MALAYALAM
FMAL3C09 - REPORTING FOR MEDIA

Time: 3 Hours

Maximum Weightage: 30

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

1. Explain the different print media types and its functions.
2. Describe the social commitment of newspapers in the postmodern era.
3. Enumerate the importance of social media intervention on cultural issues.
4. What are the different factors affecting the news worthiness?
5. Elucidate the elements of news and its prospects.
6. Compare the style of writing between magazine article and news reports.
7. How important is the lead part of a news story?

(4 × 2 = 8 weightage)

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

8. Emancipate the merits and demerits of producing specialized news reports with suitable examples.
9. Describe the steps and measures to be considered while doing judicial reporting.
10. How can a press briefing be prepared without compromising its major objectives?
11. Observe the steps and measures carried out by media while doing disaster reporting.
12. Explain the prominence of sports reporting in Kerala mentioning any sports journalist of your choice.
13. Enumerate the common patterns found in agricultural news reporting across newspapers in India.
14. Comment on the problems and prospects of human interest stories in media with suitable examples.

(4 × 3 = 12 weightage)

(P.T.O.)

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

15. Critically examine the importance of development journalism for creating mass appeal on progressive ideas.
16. Enumerate the possibilities in electronic news gathering with the support of digital technology.
17. Identify the functions of radio broadcasting with special reference to All India Radio in addressing the rural masses of India.
18. Observe the different television programmes in Malayalam explaining its negatives and positives.

(2 × 5 = 10 weightage)