

**THIRD SEMESTER M.A. DEGREE EXAMINATION, NOVEMBER 2023**  
**(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. Elaborate on the historical background of Indian Media.
2. Explain the cultural behold of print media and its importance.
3. Identify the relevance of BlogSpot in determining social problems.
4. Differentiate between hard news and soft news with examples.
5. Demonstrate the inverted pyramid style of news writing.
6. Explain the different types of leads and its functions.
7. What are the ethical constraints while preparing a news report?

**(4 × 2 = 8 weightage)**

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

8. How do the specialized news reports benefit the targeted audience? Explain with examples.
9. What are the do's and don'ts in reporting criminal cases?
10. Elucidate the major methods of reporting speeches and conferences.
11. Observe the significant measures adopted while delivering follow up stories in media reports.
12. Describe the major highlights usually found while reporting sports news in Indian newspapers.
13. An effective involvement in farm journalism is imperative for the welfare of the state. Comment.
14. Discuss the effectiveness of the reporting of Human-Wildlife conflict.

**(4 × 3 = 12weightage)**

**(P.T.O.)**

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

15. Communication for development is highly encouraged by Indian media. Comment.
16. Elucidate the wide networked technological abundance in accelerating a worldwide communication possibility.
17. Radio broadcasting has gone more native with the use of local language and formation of content with the proliferation of FM channels. Examine.
18. Critically comment on the upkeep of news value elements in formulating new media content generation and dissemination.

**(2 × 5 = 10weightage)**