

D3BMC2301

Reg. No.....

Name:

THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024
(Regular/Improvement/Supplementary)
MASS COMMUNICATION
GBCJ3B03T: REPORTING FOR THE PRINT

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 marks)

Write short notes on:

1. Soft news.
2. Objectivity.
3. Power elite.
4. Special correspondent.
5. Round up.
6. Place beat.
7. Unexpected source.
8. Twitter.com.
9. Story in nutshell.
10. Complex lead.
11. News portals.
12. News determinates.
13. Secondary source.
14. Conference and meetings.
15. Sting journalism.

SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 marks)

16. Explain the importance of objectivity in reporting.
17. How do we calculate newsworthiness?
18. Write about different sources of news.
19. Why is truth and accuracy being important in journalism?
20. Give an account on the prospects of sports journalism.
21. Explain the stages of press release preparation.
22. Explain specialized type of news stories.
23. What is inverted pyramid news story structure? Write about the advantages and disadvantages of this structure.

(PTO)

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Explain a minimum of four important news values. Substantiate your answer with suitable examples.
25. 'A well - written and attractive lead is the first task of a reporter'. Explain the style and types of lead writing.
26. Create a press release on any subject of your choice.
27. 'Investigative journalism is in fact a laborious, time consuming and challenging task'. Explain the statement in the light of some of the major investigative news stories in India.

(2 x 10 = 20 Marks)