

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2018

MJLS1B02 = Mass Media History

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

**PART A**

**Write Short notes on any six of the following**

1. B G Varghese Committee
2. James Silk Buckingham
3. Online Portals
4. UNI
5. The Statesman
6. Editor's Guild of India
7. Apu Trilogy
8. SITE

(6 x 2=12 Weightage)

**PART B**

**Answer any four Questions  
Each Question carries 6 weightage**

9. Critically analyse the contribution of Amrita Bazar Patrika in the growth of Indian nationalism
10. Discuss the significance of the role of Raja Ram Mohan Roy as a journalist.
11. Did Indian Radio provide support to the socio-economic development of India?  
Discuss with examples
12. Make a comparative assessment of the journalism of Hickey and Buckingham.  
Comment on their contribution to the growth and development of journalism in India.
13. Give your comment on the role of Serampore Baptist Missionary in Indian journalism
14. Briefly discuss the inception status of Indian press after independence.
15. Critically analyse the recommendations of first and second press commissions in India.
16. Trace the evolution of Television broadcasting in India.

(4 x 6=24 weightage)

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Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2018

MJLS1B03 – News Editing

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part A

Write short notes on any six of the following:

- 1 Hand out
- 2 Toning
- 3 Outline
- 4 Stylebook
- 5 News Editor
- 6 Slant
- 7 Balance layout
- 8 OP-ED

(6 x 2=12 weightage)

Part B

Answer question 2 and three other questions.

Each question carries six weightage.

Section I

9. Edit and headline the following passage.

thiruvananthapuram: amid the kerala state government's efforts to rejuvenate and reclaim watery resources, study come up with startling find that 26.90 per cent of watery resource in kerala state are completely and fully polluted. as many as 46.10 per cent of over 3000 watery resource including ponds canals river backwater stretches and public wells surveyed in 2003 wards across the southern state are partly polluted it said.

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however in a relief to nature buffs other 27 per cent watery resource found not at all polluted the study compiled by the kerala state literacy mission authority (klsma) said. as many as 26.90 per cent of watery resource in kerala are completely polluted totally and fully the study said. a Study Report on Status of Water Resource' has have covered 3606 sources including 495 in capital of kerala state's district Thiruvananthapuram 318 in Ernakulam the commercial hub district of the kerala state 194 in northern kozhikode district

as part in the study 1302 ponds 941 canals 153 river stretches 16 backwater stretches 1107 public wells 87 others in various districts are were surveyed throwing light on the factors that pollute water sources it said. solid and liquid waste household waste besides encroachments were the core reasons for it. solid waste accounts for 53 per cent of pollution of watery resources liquid waste 16.97 per cent household waste 23.24 per cent and encroachment seven per cent it said.

## Section II

10. Explain the process of news agency translation. Also critically evaluate the role of secondary sources in information flow.
11. Describe various types of newspaper lay out. Compare the front page layout of two national dailies of your choice.
12. Global perspectives are to be revisited in copies while editing to get the newspaper a local glamour- Elucidate.
13. Contents are for reporters while forms matter editors- Critically evaluate the statement.
14. Grammatical as well as factual errors are to be rectified in the process of editing- Explain the areas on which care and effort in this regard are taken.
15. Centre of visual impact is the necessity of contemporary newspapers – Analyze the statement citing the process of photo editing.

(4 x 6= 24 weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2018

**MJLS1B04 – News Reporting**

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

**Part A**

*Answer question 1 and four others.*

**Write short notes on any six of the following:**

1. Paid News Syndrome
2. Reporters without borders
3. Hard news
4. Readership
5. Primary Source
6. Byline
7. Question lead
8. Backpack journalism

(6 x 2=12 weightage)

**Part B**

*Answer any four questions.  
Each question carries six weightage.*

9. What are the recommended steps and measures followed to make a factual news report?
10. Observe the effectiveness of newspaper reports among common people about GST and demonetisation?
11. 'Development reporting is the need of the hour', evaluate this statement.
12. Explain a human interest story. How can a story be made in that form?
13. How is the interpretative reporting done? Explain its feasibility.
14. Enumerate the importance of precision journalism with examples.
15. Describe the steps to be followed while doing a news report based on an interview.
16. Elucidate any five types of leads stating its uniqueness.

(4 x 6= 24 weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2018

MJLS1B01 – Introduction to mass communication

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

**Part A**

*Answer question 1 and four others.*

**Write short notes on any six of the following:**

- 1 Media Convergence
- 2 NWICO
- 3 McNelly's News flow model
- 4 Libertarian theory
- 5 Online radio
- 6 Barkha Dutt
- 7 Stimulus response theory
- 8 Information superhighway

**(6 x 2=12 weightage)**

**Part B**

**Answer any four questions.**

**Each question carries six weightage.**

9. 'Individual differences among viewers often push TV channels to update themselves'. Elaborate the statement?
10. Discuss the functions and impact of social media platforms in a democratic society with suitable examples?
11. Explain Comstock's psychological model?
12. Detail the significance of Computer Mediated Communication in developing countries?
13. Elucidate Wilbur Schramm's model of communication?
14. 'Mass media platforms in India often ignore the relevance of gate keeping approach'. Do you agree with this statement? Why?
15. Explain various types of communication?
16. Prepare notes on 'Media effect and Indian Women'?

**(4 x 6= 24 weightage)**