

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Journalism &amp; Mass Communication Degree Examination, November 2019

## MJL1C04– News Reporting

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

## PART A

Write short notes on *any five* of the following

1. Objectivity
2. Cutline
3. Slug
4. Quotation lead
5. Scoops
6. Embargo
7. Yellow Journalism

(5x2 =10 weightage)

## PART B

Answer any four questions. Each question carries five weightage

8. What are the differences between news 'source' and news 'beat'? Give a brief note on beat reporter
9. What do you mean by news values? Is it added within the four walls of a news media? Illustrate your answer
10. Live coverage has made news 24 hours business. Discuss the elements of news in the context of globalized world.
11. In print media use of photographs has increased remarkably. What are the reasons? Explain with arguments.
12. Differentiate between news writing, opinion writing and feature writing.
13. What is paid journalism? How is it different from advertorials and marketing features?

(4x5 =20 weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Journalism & Mass Communication Degree Examination, November 2019

MJL1C03- News Editing

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A

I. Write short notes on any five of the following:

- 1. Condensing the story
- 2. Functions of Headline
- 3. The basic functions of editing
- 4. Principles of cropping
- 5. Serif and sans serif types
- 6. Proof reading
- 7. Modular Make up

(5 x 2= 10 weightage)

Part B

Answer question number 8 and three other questions.  
Each question carries five weightage.

Section I

8. Edit and write apt Headline the following passage

Chennai:...noted Tamil Filmmaker MaheNdran, who made his directorialdebut with Rajinikanth's Mullum Malarum in 1978 passedaway at a private hospital in Chennai on April 2. A couple of days ago, Mahendran rushed to the private hospital and doctrs declared that he was in a critical condition following a diAlysis session.however, the director eventually got better and was discharged Monday. Mahendran's mortal remains will be kept for public homage at his residence in Chennai from 10 AM today. His last rites will be performed today evening at 5 PM.Mahendran is survived wife Jasmine, son John and two daughters

Dimple Anurita. The director's Mullum Malarum is a path-breaking film in rajinikanth's carrier and it is a film that made people take notice of Superstar Rajinikanth. In an earlier interview, Mahendran said, Director's today do not know how good a character artiste Rajinikanth is. They only know about his stylishness. Only I know how easily he pulled off his role Kaali in Mullum Malarum. Easy a panniduvuru (He will pull it off easily) He is an excellent character artiste. Director Mahendran is known for churning out several iconic films such as Uthiripookkal, Nenjathai Killadhe, Johnny and Kaali as well. Mahendran's affinity to cinema is known to everyone. During his college days, he got the opportunity to address the gathering at the 100-day celebrations of MGR's Nadodi Mannan at Alagappa College in Madurai. "I got an opportunity to criticise Tamil cinema in front of MGR. Later, he spotted me at a press meet, took me home and presented me with the volumes of Ponniyin Selvan. This was the starting of my journey as a screenplay writer," he was quoted by a leading English daily. In director Atlee's Theri, he appeared as an antagonist and went on to impress the audience with his acting skills. He also acted in a handful of films namely Nimir, Mr Chandramouli, Seethakaathi and petta.

## Section II

9. Narrate the general guidelines for headline writing
10. How much important is the use of better language in Newspaper in the era of social media generated hybrid language? Express your opinion.
11. The advent of New Media has diluted the boundaries between editorial desk and bureau to an extent. Give your opinion.
12. Explain the Organisational structure of an editorial department.
13. Describe the various types of HL.

(4 x 5 = 20 weightage)

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Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Journalism &amp; Mass Communication Degree Examination, November 2019

MJL1C02- Mass Media History

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

**PART A****Write short notes on any five of the following**

1. James Silk Buckingham
2. TOI
3. AFP
4. Press Council
5. IFWJ
6. Varghese committee
7. SITE

**(5 x 2 = 10 Weightage)****PART B****Answer any four questions****Each question carries five weightage**

8. Discuss the influence of journalism practiced in U.K. over Indian press during the period of India independence movements.
9. Describe the contributions of nationalist leaders in India through their journalistic intervention in mass mobilization.
10. Elucidate the period of emergency in India with respect to its effect on free press practice.
11. Define the importance of professional media organisations and its guidance for practicing ethical journalism.
12. Enumerate the benefits of news agencies in providing reliable news information mentioning some of the leading news agencies in India.
13. Elucidate the impact of early Indian cinema in upbringing a value enriched society.

**(4 x 5 = 20 Weightage)**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Journalism &amp; Mass Communication Degree Examination, November 2019

## MJL1C01– Introduction to Mass Communication

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

**PART A****Write short notes on any five of the following**

1. Agenda Setting
2. Encoding
3. Comstock's psychological model
4. Gate keeping
5. Authoritarian theory
6. Uses and Gratification theory
7. Selective retention

**(5x2=10 weightage)****Part B**

**Answer any four questions.**  
**All questions carry five weightage**

8. Briefly elucidate various normative theories of the Press
9. List and explain different types of communication with suitable examples.
10. The proliferation of social media in Indian society has worked as an easy escape mechanism for its citizen to move away from their bigger societal issues- Explain.
11. Describe News Flow. Also discuss how different are the postulates of McNelly and Bass models of News flow?
12. Spiral of Silence theory which has both micro level and macro level explanatory process, helps to raise question about considering the role and responsibility of media in the society-Comment
13. Discuss the problems and prospects of computer -mediated communication (CMC) in a developing country like India.

**(5x4=20 weightage)**