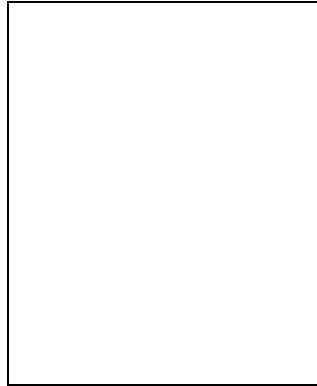


**PERIYAR UNIVERSITY**

**SALEM – 636 011.**



**PERIYAR INSTITUTE OF DISTANCE EDUCATION**

**[PRIDE]**

**B.A., JOURNALISM AND MASS  
COMMUNICATION**

**SYLLABUS & REGULATIONS**

**NON - SEMESTER**

[Candidates admitted from 2007-2008 onwards]

Periyar University Salem-636011

(PRIDE)

*Regulations - B.A Journalism*

**1. CONDITION FOR ADMISSION**

A candidate who has passed higher secondary examination under secondary board of examination, Tamilnadu or as per norms set by the Government of Tamilnadu or an examination accepted as Equivalent thereto by the Syndicate subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **B.A.** Degree examinations of this university after a course of study of THREE academic years.

**2. DURATION OF THE COURSE**

The course of the degree of Bachelor of Arts shall consist of THREE academic years.

**3. COURSE OF STUDY : B.A. DEGREE JOURNALISM**

FIRST YEAR

1. Part I-Tamil Paper - I
2. Part II-English Paper - I
3. Major Paper - I
4. Major Paper -I
5. Allied - I

SECOND YEAR

6. Part I-Tamil Paper - II
7. Part II-English Paper -II
8. Major Paper - III
9. Major Paper -IV
10. Allied - II

THIRD YEAR

11. Major Paper - V
12. Major Paper -VI
13. Major Paper - VII
14. Major Paper -VIII
15. Major Paper - IX

**4. EXAMINATIONS**

The theory examination shall be three hours duration to each paper at the end of every year.

**5. SCHEME OF EXAMINATIONS**

The scheme of examinations for different non semester follows:

<b>Sl.no</b>	<b>Paper</b>	<b>Title of the paper</b>	<b>Duration</b>	<b>Marks</b>
<b>FIRST YEAR</b>				
1	Part I	Tamil Paper - I	3	100
2	Part II	English Paper - I	3	100
3	Major I	Introduction to Journalism	3	100
4	Major II	Reporting and Editing	3	100
5	Allied I	History or Economics or Sociology or Psychology	3	100
<b>SECOND YEAR</b>				
6	Part I	Tamil Paper – II	3	100
7	Part II	English Paper - II	3	100
8	Major III	Advertising & Public Relations	3	100
9	Major IV	Writing for Media	3	100
10	Allied II	History or Economics or Sociology or Psychology	3	100
<b>THIRD YEAR</b>				
11	Major V	Advance Reporting	3	100
12	Major VI	Media Laws & Indian Constitution	3	100
13	Major VII	Newspaper Management	3	100
14	Major VIII	Communication for Development	3	100
15	Major IX	New Media & Web Journalism(AOS)	3	100
<b>TOTAL MARKS</b>				<b>1500</b>

**6. QUESTION PAPER PATTERN**

List Enclosed

**7. PASSING MINIMUM**

The candidate shall be declared to have passed the examination if the candidate secures not less than 40 marks in the university examination in each theory paper.

**ALLIED SUBJECTS FOR B.A JOURNALISM**

**I - year**

History or Economics or Sociology or Psychology

**II - year**

History or Economics or Sociology or Psychology

**APPLICATION ORIENTED SUBJECT**

**III - year**

Media and Web Journalism

**TOTAL NUMBER OF PAPERS**

<b>PAPER SUBJECT</b>	<b>NO.OF PAPERS</b>	<b>MARKS</b>
1. Foundation	4	400
2. Major	8	800
3. Allied	2	200
4. Application oriented Subject	1	100

**TOTAL MARKS 1500**

**Passing minimum and maximum marks for each paper**

**Maximum Marks: 100 Minimum Marks: 40**

**Duration of Exam Hours for each paper: 3 Hours**

**QUESTION PAPER PATTERN FOR JOURNALISM MAJOR**

I, II & III year

**Time: 3 Hours**

**Maximum Marks: 100**

**PART A**

**Answer all the question: Each in one or two sentences 10X2=20 Marks**

**PART B**

**Answer any five of the following: Each not exceeding one page. 5X4=20 Marks**

**PART C**

**Answer any three out of four (Essay Type Question) 3X20=60 Marks**

**SCHEME OF VALUATION**

**PART -A**

**If the answer is fully correct 2 marks may be given**

**If the answer is partially correct one mark may be given**

**PART -B**

**If all the relevant points are written 3 marks may be given.**

**If the answer is extraordinarily good 4 marks may be given.**

**PART -C**

**Essay Question**

Answer should not exceed 8 pages with introduction, details and conclusion.

For relevant points 12 marks may be given

If the answer is excellent, 14 marks may be given.

It is better to fix 75 to 80 marks as the highest score.

**Syllabus**  
**B.A JOURNALISM AND MASS COMMUNICATION**  
**First Year**  
**Major I: Introduction to Journalism**

**Unit I**

Definition, Nature and Scope of Journalism - Qualifications, Duties and Responsibilities of Journalists - Journalism as a profession –

**Unit II**

Media and Society. Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Folk Media.

**Unit III**

Journalistic Terminologies - Four theories of press - professional organizations; ABC, INS, AFWF, AINEC, Tamil Nadu Media, Journalistic writing, characteristics and types - news, features, articles, editorials, columns, letters to the editors & review.

**Unit IV**

Introduction to Specialization in Journalism - Business Journalism - Magazine Journalism - Film Journalism – Community Journalism - Tabloid Journalism, On-line Journalism.

**Unit V**

Code of ethics for media - brief introduction to recent trends in mass media; Cultural imperialism, Infotainment, media activism, agenda setting, gate keeping, page 3 journalism.

**Books for References:**

1. RANGASWAMI PARTHASARATHY, *Journalism in India*, Sterling Publishers, 1989,
2. BRIAN MC NAIR, *News & Journalism in the UK*, Routledge, London, 1999.
3. JEFFREY OLEN, *Ethics in Journalism*, library of congress cataloging in Publication Date, 1988.
4. FRANCOIS GAUTIER, *A Western Journalist on India*, Har-Anand Publications pvt Ltd, New Delhi 2001.
5. N.C. PANT, *Modern Journalism*, Kanishka Publishing New Delhi 2002.
6. G.N.S, *The Press in India*, Gyan Publishing New Delhi 1994
7. STEVEN CLAYMAN & JOHN HERITAGE, *The News Interviews*, Cambridge University Press UK 2002
8. J.NATARAJAN, *History of Indian Journalism*, publications Division Govt of India 1955.
9. M.K JOSEPH, *Basic source Material for news writing*, Anmol publications pvt ltd 1997.
10. JOHN WILSON, *understanding Journalism*, Routledge, New york 1996.

## **Major II: Reporting and Editing**

### **Unit I**

Principles of reporting, functions and responsibilities, writing news - lead - types of leads; body - techniques of re-writing - news agency copy.

### **Unit II**

Reporting techniques - qualities of a 'reporter - news - elements, sources - types - pitfalls and problems in reporting - attribution - off - the - record - embargo - pool reporting; follow - up.

### **Unit III**

Crime, courts, health, civil administration, civic, culture, politics, education beats.

### **Unit IV**

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

### **Unit V**

Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Headlining - principles, types and techniques

### **BOOKS FOR REFERENCE:**

1. SUHAS CHAKRAVARTHY, *Press is Media*, Kaalshka Publishers, 1997.
2. M.K. KAMATH, *The Journalist's Hand book*, Vikas Publications, 1983.
3. SANGEETHA SAXENA, *Defence Journalism in India*, Manas Publications, 1997
4. RAJENDRA K. SHARMA, *Journalism as a profession in India*, Media Publishers, 1990
5. C.P. DHOLKIA, *Nature of Investigative Reporting*, ABD Publishers, 2004.
5. M.K. JOSEPH, *Outline of Reporting*; Anmal Publications, 1997.
6. INDITH BUTCHER, *Copy Editing*, Cambridge, 1992,
7. H.Y. SHARADA PRASAD ET.AL, *Editors on Editing*, National Book Trust, 1993

SECOND YEAR  
**Major III: Advertising and Public Relations**

**UNIT I**

Definition of Advertising Objectives, Concepts . Medium of Advertising: News Papers, Magazines, Radio, Television, and Internet. Outdoor and Small Medium. Types of Advertisements- Commercial, Social, Institutional and Financial.

**UNIT II**

Copy of Advertisements of Various Mediums and their Differences. Advertisements copy Terminology and Principles, Title, Logo Appeal, Layout etc.t

**UNIT III**

Advertising Campaign: Importance and Concept. Selection of Medium and Advertising Budget. Advertising Agency: Types, Qualities, Organization: DAVP, ABC, AAA, MRUC

**UNIT IV**

Nature and Definition of Public Relations, Evolution and Development, Principles of Good Public Relation, Qualities of Good Public Relations professional. Medium of Public Relations, Press Conference, Press Visits, House Journal. Meeting

**UNIT V**

Public Relations Department: Organization and Working of Public Relations Department of Various Organizations. Public Relations in Industrial Business Organizations, Government, Autonomous and Other Organizations. Public Relation Campaign

**BOOKS FOR REFERENCE:**

1. MONLE LEE & CARLA JOHNSON, *Principles of advertising A global perspective*, viva books private limited, New Delhi 2003.
2. Y.P. SINGH, *Effective advertising management*, Anmol publication new Delhi 2002.
3. MEENALASHI R. CHANHAN, *Advertising the social act challenge*, Anmol publication, New Delhi, 1995
4. SAM BLANCE, *Practical public Relations*, Pitman publishing, London, 1970.
5. JOHN PHILIP JONES, *International Advertising*, Sage Publication, New Delhi 2000.
6. JOHN R. ROSSITER & LARRY PERCY, *Advertising & Promotion Management*, McGraw - Hill Book Company 1988.
7. ALISON THEAKER, *The Public Relations hand book*, Routledge, 2001
8. JOHN V. PAVLIC, *Public Relations*, sage publication 1987.
9. ROBERT L. DILENSCHNEIDER DAN J. FORRESTAL, *Public Relations, Hand book*, UBS publishers, 1993
10. PHILIP LESLY, *Public Relations & communication*, Joico publication, 2002.



## **Major IV: Writing for Media**

### **UNIT I**

Language and Communication, Meaning and definition of language, perception  
Audio language symbols, signs, symbols, icons etc, Difference between written  
and spoken language, Instant script preparation, changing trends in media  
language

### **UNIT II**

Writing skill and process, Classical concept of writing, Structure- Introduction –  
body – conclusion, Elements of good writing, Process of writing

### **UNIT III**

Radio scripting and language, Concept of spoken language, • Element of radio  
script, Stages of scripting and editing, Writing for different program genre : Talk,  
news,  
Newsreel, documentary, drama music and news formats

### **UNIT IV**

Television Scripting and Language, Writing for visuals and visual  
Communication, Writing for fictional and non fictional programmes, Types of  
script – Treatment, screen play, shooting script, break down script, Full page and  
split page  
script

### **UNIT V**

Writing for Web, Web writing and its growth, Features of web writing,  
Techniques of web writing

### **BOOKS FOR REFERENCE:**

1. JUNE A VALLADARES-The Craft of Copy Writing by Response book
2. EVGENE VALE -Screen and Television Writing
3. EDWARD FRIEND LANDER JOHN LEE HARPEE - Feature Writing for  
Newspaper and Magazine
4. MEL & WILLIAM -News Writing from Lead to 30
5. BLISS PATTERSON- Writing News for Broadcast- Columbia University Press
6. TEM CROOK- Radio Drama – Theory and Practice, London.
7. HILLARD ROBERT- Writing for TV and Radio
8. ELBOW PETER - Writing with power, Techniques for mastering the writing  
process.

# THIRD YEAR

## Major V: Advance Reporting

### UNIT-I

Concept of Advanced Reporting, Regular Reporting and Exclusive Reporting. What is Scoop? How to Hunt a Scoop? Scoop for Advance Reporting.

### UNIT-II

Political and Legislative Reporting, Understanding of Political Trends and Political Parties, Conducting Political Interview, Legislative Reporting (Parliament, Assembly and Local Bodies). Reporting of Rural, Other Autonomous Bodies, Bodies – Panchayat

### UNIT-III

Financial Reporting, Critical Understanding of Economic Forces and Corporate World, How to Write a Budget Story? How to Analyse Company Reports and Balance sheets? Critical Understanding of Linkages between Political and Economic Reporting.

### UNIT-IV

General Understanding of Art Cultural and Sport Reporting. How to Report Cultural Events (Drama, Music, Dance etc). Review Articles, Film Coverage, General Introduction of Sports Journalism.

### UNIT-V

Crime Reporting, Basics of Investigative Reporting, How to Cover a Crime Incident. Analytical Coverage of Crime, Court Reporting.

### BOOKS FOR REFERENCE:

1. SANGEETHA SAXENA, *Defence Journalism in India*, Manas Publications, New Delhi, 1997
2. RAJENDRA K. SHARMA, *Journalism as a profession in India*, Media Promoters & Publishers, Bombay 1990
3. C.P. DHOLKIA, *Nature of Investigative Reporting*, ABD Publishers, 2004.
4. RANGASWAMI PARTHASARATHY, *Journalism in India*, Sterling Publishing,
5. STEVEN CLAYMAN & JOHN HERITAGE, *The News Interviews*, Cambridge University Press UK 2002
6. J. NATARAJAN, *History of Indian Journalism*, publications Division Govt of India 1955.
7. M.K JOSEPH, *Basic source Material for news writing*, Anmol publications pvt ltd 1997.
8. JOHN WILSON, *understanding Journalism*, Routledge, New yark 1996.

## **Major VI: Media Laws and Indian Constitution**

### **UNIT I**

Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency. Public and Private media. Comparative freedom for media in- USA, India and Non aligned countries.

### **UNIT II**

Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties. Directive Principles of State Policy. Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2).

### **UNIT III**

Media Laws: Defamation-Slander, libel, Sedition, Obscenity, Censorship and Contempt of Court.

### **UNIT IV**

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

### **UNIT V**

Press Council of India, Press Commissions of India. Right to Information, Information Technology Act, Prasar Bharti Act.

### **BOOKS FOR REFERENCES:**

1. LOUIS A. DAY, *Ethics in media communications; cases and controversies*, Wadsworth Publishing Company, 1990.
2. K.L. BHATIA, *Dr. B.R.Ambedkar social Justice and The Indian Constitution*. Deep and Deep Publications , 1994.
3. CLIFFORD G. CHRISTMAS ET.AL, *Media ethics cases and moral Reasoning*, Pearson Education, 2005.
4. DR. (JUSTICE) DURGA DAS BASU, *Constitutional Law of India Six Edition*. Prentice, Hall of India Private Limited, 1991.

## **Major VII: Newspaper Management**

### **UNIT – I**

General Introduction to Management, Concept, Significance, Definition and Function of Management. Planning Meaning, Nature of Planning, Planning Process and Management.

### **UNIT – II**

Management Process, Organizing, Directing, Leadership etc, Controlling & Co-Ordination

### **UNIT – III**

Newspaper as an Industry, Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management. Ownership Patterns. PRB Act, Company Act, Industrial Dispute Act, Working Journalists and other Newspaper Employees. Registration of Newspaper, Identification of Competitors, Analysis & Evolution, Procedure/Process. Organizational, Role of ABC, IRS, NRS.

### **UNIT – IV**

Newspaper Production Process and Problems. Communication System, Edition Planning, Printing Schedules, Time Management. Different Type of Problem like Labour etc. Human Resource Development.

### **UNIT – V**

Distribution and Marketing Management of Newspaper, Introduction of Marketing, Concept of Marketing, Marketing Process. Consumer Behavior: Factors Influencing Buyers Behavior, Identifying Market Segments, Selecting Target Markets. Distribution of Newspaper, Selection of Circulation Area Covered by an Edition.

### **BOOKS FOR REFERENCES:**

1. GULAB KOTHARI News Paper Management in India, , Intercultural Open University.
2. BISWAJEET GUHA Media Development & Management: New Horizons, Kanishka Publishers.
3. K.P. YADAVA Media Management, , Adhyayan Publishers.

## **Major VIII: Communication for Development**

### **UNIT – I**

Development and Society. Concept of Development and Sustainable Development: Nature and Scope. Indicators of Development and Social Changes. Development and Social Changes. Development and Five Year Plans of India.

### **UNIT – II**

Development Communication: Its Concept and Process, Development Journalism and Development Support Communication. Models of Development. Participatory Model of Development Communication. New Information and Communication Technology and Development.

### **UNIT – III**

Role of Akashwani and Doordarshan in Development. Mass Media and Development: Various Programmes. Traditional and Other Alternative Media of Development. Health and Family Planning Programmes and Mass Media

### **UNIT – IV**

Science and Technology Communication. Science Technology and Development in Historical Perspective. Agricultural Development and Journalism. Environment and Journalism.

### **UNIT – V**

Media & NGOs. How to Cover NGOs? Comparative Study of Media Covering of NGOs. Role of NGOs in Development of Society. Study of Prominent NGOs (GPF, Oxfam, AWARD, Ekalavya, Priya, ACTION –ADD, etc.)

### **BOOKS FOR REFERENCES:**

1. KAMLESH MAHAJAN Communication and Society, Clasical Publishing Company, New Delhi.
2. K.B. MATHUR Communication for Development & Social change, Allied Publishers Ltd.
3. BALDEV RAJ GUPTA Mass Communication and Development
4. SHRINIVAS, R. MELKOTE Communication for Development in the Third World: Theory and Practice,
5. WILBER SCHRAMM, Stanford Caliy, Orthia. Mass Media and National Development,
6. ROGERS EVEVETTE Diffusion of Innovation, The Free Press, New York.
7. S.R. MEHTA– Editor Communication and Development : Issues and Perspectives, Rawat Publications – Jaipur.
8. UMA JOSHI Understanding Development Communication, , Dominant Publishers

## **Major IX: New Media and Web Journalism**

## **UNIT I**

**New Media** Use of New Communication Medium (Internet, Mobile). Advantages, Limitation and Risk factor involve in it. Use of SMS, MMS, VOIP, Video Conferencing, Email in the context of Time, Cost and Quality. Required technical & other understanding and preparation for media personal.

## **UNIT II**

**Understand WebPages** Introduction to FrontPages. Tools, Menus and Interface of FrontPage. Basic tags of HTML/DHTML. Understand Script Languages (VB Script, JavaScript), BLOG, Static Pages And Dynamic Pages.

## **UNIT III**

**Multimedia** Introduction to Multimedia. Elements of Multimedia (Text, Images, Audio, Video, Animation). Introduction to Photoshop, Introduction to Sound Editing and popular applications. Introduction to Video Editing and popular applications.

## **UNIT IV**

**Animation** Introduction to Animation and popular graphics applications. Introduction to Flash. Tools, Menus and Interface of Flash. Develop simple Animation using Flash.

## **UNIT V**

**Content Planning** Planning, Management and Retiring of Content. Writing for web: Basic Principles. Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content.

### **Reference Books:**

1. CASANOVA JOHN VILLAMIL Multimedia: an introduction,
2. SINGH VISHNU PRIYA SINGH MEENAKSHI Multimedia: illustrated , Asian publishers, Delhi
3. DANIEL GRAY Web design fundamentals Handbook,Dreamtech,Delhi
4. REINHARDT ROBERT LOTT JOEY, Wiley Flash mx action script programming bible, dreametech India P Ltd., Delhi.
5. PAVLIK JOHNV.New Media Technology:

## MODEL QUESTIONS

### Introduction to Journalism

Time: 3 hours

Maximum Marks: 100

#### PART A

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. Broadsheet
2. Circulation
3. Authoritarian theory
4. Fourth estate
5. Soft news
6. ABC
7. Reuters
8. Correspondent
9. Objectivity
10. News

#### PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. List out the duties and responsibilities of a reporter.
12. Explain the characteristics of radio medium.
13. Write about tabloid journalism.
14. Differentiate between features and articles.
15. A journalist must be a jack of all trade. Comment.
16. Explain any two theories of the press.
17. Describe the salient points in reviewing a film.
18. Write about infotainment.

#### PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. "Mass Communication has in several respects become less massive and less centralized". Prove or disprove.
20. "Interactivity is a measure of our responses to availability of choices and functionalities media provide". Comment.
21. "Gate keeping refers to the power to give or withhold access to different voices in society and is often a locus of conflict". Elucidate.
22. Trace the present status of public and private media ownership systems in Tamil Nadu

## MODEL QUESTIONS

### Reporting and Editing

Time: 3 hours

Maximum Marks: 100

#### **PART A**

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. Master Head
2. Cropping
3. Wire Copy
4. Dead line
5. Stringer
6. Kicker
7. Style book
8. Dummy
9. Interviewee
10. By-line

#### **PART B**

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. What are the types of leads?
12. Define the ingredients for a news story.
13. Discuss different types of news.
14. 'News is what the Newsman writes'. – Comment.
15. What the sub editor should do to enhance the readability of a news story?
16. What is the structure of a good headline?
17. What is style sheet? Why it is needed for a newspaper desk?
18. Illustrate the qualities of a news reporter.

#### **PART C**

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Explain the functions of the editorial desk.
20. Describe the principle of reporting news for a daily newspaper.
21. Reporters have to work under stress of deadlines and competition. Comment.
22. The sub editor is the unsung hero in the news room. Comment.



## MODEL QUESTIONS

### Advertising and Public Relations

Time: 3 hours

Maximum Marks: 100

#### **PART A**

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. AAAA
2. USP
3. Opinion Leader
4. Tactics
5. Display ads
6. Schedule
7. Jingles
8. Media Sponsor
9. TRP
10. Target Audience

#### **PART B**

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Describe the significance of audience analysis.
12. Discuss the elements of public relation.
13. Creative thinking and media strategy must be done simultaneously. Discuss.
14. Explain the types of advertising agency.
15. "House Journal is an effective tool for PR" – Elaborate.
16. List the criteria for the media selection.
17. Examine the benefits of outdoor advertising.
18. What are the qualities of a good PRO?

#### **PART C**

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. What is advertising campaign? Explain its importance.
20. Illustrate the various steps involved in creating a advertising campaign for fast moving consumer goods.
21. "Great advertisements have a strong, original, creative concept that is strategically sound and has exactly the right execution for the message and audience". Elaborate.
22. Socio-political contexts play a major role in planning a campaign. Comment.

## MODEL QUESTIONS

### Writing for Media

Time: 3 hours

Maximum Marks: 100

#### PART A

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. Soft News
2. Personal Lines
3. Maxim
4. Creative Writing
5. Cover Story
6. Art review
7. Script
8. Shooting Script
9. Editing Script
10. Banner

#### PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Differentiate between written and spoken language.
12. What are the changing trends in media language?
13. List the elements of good writing.
14. What are the different stages of scripting?
15. Describe the process of writing for the radio medium.
16. Explain the writing elements for fictional and non fictional programmes.
17. Explain the shooting script.
18. Explain the features of web writing.

#### PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Describe the different types of script.
20. Explain the techniques of web writing.
21. A journalist writing on a scientific subject must understand the characteristics of his readership properly. Justify.
22. Effective use of persuasive words forms the core of technical writing. Exemplify.

## MODEL QUESTIONS

### Advance Reporting

Time: 3 hours

Maximum Marks: 100

#### PART A

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. Scoop
2. Interpretative journalism
3. Beats
4. Embargo
5. Nose for news
6. Cub
7. Syndicated columnist.
8. Ghost Writer
9. Log book
10. Morgue

#### PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. What are the responsibilities of a journalist while reporting on a scoop story?
12. What are the ethics to be followed by the investigative reporter?
13. What are the skills needed for a reporter for legislative reporting?
14. Comment on the clarity of expression in art reporting.
15. What are the tactics to be followed for cultural reporting?
16. Examine the significance of financial reporting.
17. Explain the roles and responsibilities of a political reporter.
18. Describe the challenges in sports journalism.

#### PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. What are the things to be kept in mind while writing a budget story to a newspaper?
20. 'News is what the newsman writes'. Comment.
21. "Newspaper sentence structure and vocabulary must be chosen in such a way as to convey as much meaning as possible to the casual reader of marginal linguistic skill and at the same time to suit the needs of readers of culture and education". Elaborate the meaning of this statement with few examples.
22. Serious news is no news in modern journalism. Comment.

## MODEL QUESTIONS

### Media Laws and Indian Constitution

Time: 3 hours

Maximum Marks: 100

#### PART A

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. Slander
2. Defamation
3. Sedition
4. James Augustus Hickey
5. First Amendment
6. Cr.Pc.
7. Press and Registration of Books Act
8. Copy right
9. Linus Torwald
10. WIPO

#### PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Explain the differences between libel and slander.
12. Explain the salient features of the Directive Principles enshrined in Indian constitution.
13. Explain the role of CBFC.
14. Describe the objectives behind setting up of the Press Council of India.
15. Examine the freedom of the press as guaranteed in the Indian Constitution.
16. Expose journalism is a threat to the right to individual privacy. Comment.
17. Examine the positive implications of IT Act 2005 in a country like India.
18. Write about the Working Journalists Act of 1955.

#### PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Discuss the merits of guidelines framed by the Press Council of India for journalists.
20. "Right to Information Act 2005 is fast emerging as a mirage of hopes". Comment.
21. Examine the restrictions imposed on Article 19 (1) (a) of the Indian Constitutions.
22. With freedom of the press go obligations and responsibilities. Discuss with examples.

## MODEL QUESTIONS

### Newspaper Management

Time: 3 hours

Maximum Marks: 100

#### PART A

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. Planning
2. Management
3. ABC
4. Newsprint
5. PRB Act
6. Co-ordination
7. Quality Management
8. NRS
9. Target Markets
10. Buyers Behavior

#### PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Write short notes on leadership, motivation and team work.
12. What are the leadership qualities and management skills required for a management higher authority?
13. Comment on decision making process.
14. Explain the technologies and process of newspaper media.
15. Explain the concept of marketing
16. Write the merits and demerits of Industrial Dispute Act.
17. Write short notes on Company Act.
18. Explain the role of IRS.

#### PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Explain the production strategies in Human Resource Development.
20. Explain the management process in Newspaper organization.
21. Illustrate the organizational structure and functions of newspaper management.
22. Explain the expected problems in the newspaper production.

## MODEL QUESTIONS

### COMMUNICATION FOR DEVELOPMENT

Time: 3 hours

Maximum Marks: 100

#### PART A

Answer all the questions: Each in one or two sentences 10X2=20 Marks

1. Everett Rogers
2. Edutainment
3. Wilbur Schramm
4. Third world
5. Poverty journalism
6. Development
7. Eklavya
8. SITE
9. Silver Screen and Development
10. Change

#### PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Explain the model of Daniel Lerner.
12. Explain the necessity and significance of communication for social change.
13. Describe the role of ICTs for Development.
14. What are the indicators of development and social changes?
15. What would be the challenges of a tradition bound society towards development?
16. Explain the nature of development.
17. Explain the role of NGOs in the development of a society.
18. Comment on the coverage of health and family planning programmes in the television medium.

#### PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. The urbanites and other elite sources controlled the modern media in most Third World nations and the quality and content of messages were not well suited for rural audiences. Elucidate.
20. The major problem in developing countries was not a shortage of natural resources but the underdevelopment of human resources. Prove or disprove.
21. According to Sainath, "Journalists ought to place poor people and their needs at the centre of their stories". Comment
22. Explain the role of a communicator in the process of social change.

**MODEL QUESTIONS**  
**New Media and Web Journalism**

Time: 3 hours

Maximum Marks: 100

**PART A**

Answer all the question: Each in one or two sentences 10X2=20 Marks

1. MMS
2. Blog
3. DHTML
4. Text
5. Static Pages
6. Editing
7. Animation
8. Graphics
9. Multimedia
10. www

**PART B**

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Comment on the scope of new communication media in a developing country like India.
12. Discuss the elements of multimedia.
13. Explain the principles of web journalism.
14. Explain the principles of flash journalism.
15. Examine the significances of front pages in web journalism.
16. How would you prepare and present the web content?
17. List the advantages of mobile medium.
18. What are the limitations of internet medium?

**PART C**

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Critically examine the merits and demerits of flash animation.
20. "Hypertext is not only a text with links...." Discuss.
21. "The phenomenon of blogging will provide the next big challenge to redefine print journalism". Comment
22. Explain the basic principles of writing for web.