



Date: 30-10-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

I. Answer any FIVE of the following in about 75 words each:

5 X 4 = 20 Marks

1. 'News maps the world'. Elaborate.
2. What is 'newsworthiness'? Analyse any **TWO** of the categories of newsworthiness with examples.
3. Explain Consumer Reporting as an offshoot of Investigative Reporting.
4. What is Convergence of Media? Give **TWO** examples atleast.
5. What do you understand by 'Mass Media'?
6. Write your opinion on the impact of educational programmes on Television in rural areas.
7. Write any five prerequisites of a journalist for 'News Gathering.'
8. Write your views on 'Freedom of the Press.'

SECTION-B

II Answer FOUR of the following questions in 250 words each:

4 X 10 = 40 Marks

9. How are the headlines written? Explain each category of headlines with examples.
10. Write a **MOVIE REVIEW** of *ALL THE PRESIDENT'S MEN* or any recent film you have seen.
11. Pen a **TRIBUTE** or **OBITUARY** or **PROFILE** of any **ONE** of the following:
 - a) 2018 Asian Games Winner from India
 - b) Shri A.B.Vajpayee
 - c) Kalaignar Karunanidhi
12. Formulate a fifth wave of Media appropriate for the contemporary society based on your reading of McLuhan.
13. Enumerate the characteristics of a 'News Item.'
14. Highlight the role of 'Doordarshan' in creating awareness in the society.

SECTION-C

III. Answer any TWO of the following:

(2x20=40)

15. Write a feature story on the topic "Teenage Suicide Prevention" or "Rationalization of Procastination" in about **400** words.

16. **RECREATE** the given advertisement by incorporating all the **SIX INGREDIENTS** of a good advertisement:

i) Slogan or Opening Line

ii) Brand Name

iii) Visuals

iv) Features

v) Logo

vi) Byline

17. **CONVERT** the following **NEWS STORY** into a **SNIPPET**, having only 50-75 words at the maximum:

★ ★ ★ ★ ★ ★ ★ ★