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D – 3207

Reg. No. :

Name :

**Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)**

Group – 2(a)

MALAYALAM AND MASS COMMUNICATION

Vocational Course – III

MX 1371 : Reporting

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one** or **two** words or in **one** or **two** sentence :

- 1) Outline
- 2) Timeliness
- 3) PTI
- 4) Copy
- 5) Dummy
- 6) Streamer
- 7) Beat
- 8) Slug
- 9) Leader
- 10) Flash.

(10x1=10 Marks)

II. Answer **any eight** questions **each** in **60** words :

- 11) Explain news break with two examples.
- 12) List two soft news and explain why.
- 13) Obituary.
- 14) Paid journalism in the country.
- 15) Relevance of development reporting.
- 16) Armchair journalism.



- 17) What is narrowcasting ?
- 18) Briefing to media.
- 19) Secondary sources with two examples.
- 20) Who is a stringer ?
- 21) Letters to the editor.
- 22) Human interest stories have good patronage in newspapers. Why ?
(8×2=16 Marks)

III. Answer **any six** questions, **each** in about **120** words :

- 23) Reporters should have nose for news. Explain.
- 24) List six news values that makes a news newsworthy.
- 25) List the advantages and disadvantages of inverted style of news writing.
- 26) Press Conferences and meet-the-press are goldmine for reporters. Do you agree. Why ?
- 27) What is sting operation ? How far is it relied on by newspapers and visual media in the country ?
- 28) Tabloid journalism has not succeeded much in Kerala. Elucidate.
- 29) List new trends in journalism.
- 30) Has the role of news agencies diminished with the advent of technology. Explain.
- 31) Indian press is free. Elucidate.
(6×4=24 Marks)

IV. Write long essays on **any two** of the following :

- 32) Reporters should have nose for news. Why ?
- 33) What are the different types of lead ? Explain with examples.
- 34) Names make news. Do you agree ? Explain.
- 35) Development reporting is the essence of a vibrant democracy. Are one newspapers giving emphasis to it ?
(2×15=30 Marks)