K25FY4145 Pages: 1 Reg No:.....
Name:.....

First Semester FYUGP Degree (Reg) Examination November 2025

KU1MDCJMC107 - PROFESSIONAL JOURNALISM

2025 Admission onwards

Time : 1.5 hours Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. List two benefits of TV journalism.
2. What is multimedia integration in the context of digital news?
3. Mention two use of Artificial Intelligence in journalism
4. How do likes, shares, and comments indicate audience engagement?
5. Define yellow journalism
6. Define the term" Slander"
7. Describe the news value 'prominence' with example.
8. Mention two key duties of a reporter

Section B

Answer any 4 questions. Each carry 6 marks.

9. Discuss the concept of Freedom of Speech and Expression and its importance in journalism
10. Explain the concept of tabloid journalism and its major characteristics.
11. Explain the concept of paid news with examples. How does it blur the line between editorial content and advertising?
12. Explain the principles of journalism.
13. Explain the ethics in journalism.
14. Evaluate the role of ethics in maintaining objectivity in journalism.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Define business journalism and explain its scope, relevance, and key functions in society
16. Discuss the positive and negative impacts of social media on news reporting and audience interaction

SIR SYED COLLEGE
CENTRAL LIBRARY