K26FY1419 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Sup/Imp) Examination April 2026

KU2DSCJMC108 - TELEVISION NEWS SCRIPTING AND PRODUCTION

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Describe Story board
2. What are the main responsibilities of a news producer?
3. Why is conflict considered an essential news value?
4. What are news packages?
5. Describe Sound Bite
6. What does it mean to "write for the ear"?
7. What are the advantages of using the inverted pyramid in digital content writing?
8. Why is clarity and conciseness important when writing a voice-over script?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. What are the consequences of inaccurate reporting in television news?
10. Explain the importance of timeliness and proximity in determining news value.
11. Analyse the role of legal and ethical frameworks in handling sensitive news content.
12. What is the significance of 5Ws and 1H in news writing
13. Define PTC and its role in field reporting.
14. What are the key elements of an effective rundown preparation in television news?

Section C

Answer any 2 questions. Each carry 14 marks.

15. Describe the organisational structure of a television news channel

16. Analysis What qualities does a person need to be effective in a TV newsroom

17. Explain how technology and newsroom automation influence pre-production planning. What are the benefits and challenges?

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