Reg No:..... K24FY1245
Name :.....

First Semester FYUGP Journalism Examination
NOVEMBER 2024 (2024 Admission onwards)
KU1MDCJMC106 (PROFESSIONAL JOURNALISM)

(DATE OF EXAM: 29-11-2024)

Time : 90 min Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. Define Journalism 2
2. What is the significance of 'timeliness' in news? 2
3. List the qualities of a journalist. 2
4. Define traditional journalism. 2
5. Explain the various elements of TV scripting. 2
6. Name two current trends in content writing. 2
7. List two differences between blogging and vlogging. 2
8. Describe the advantages of online journalism over traditional media. 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Explain the principles of journalism. 6
10. Evaluate the impact of "breaking news" on journalism. 6
11. Identify the impact of investigative journalism on exposing corruption. 6
12. What are the basic principles of writing news scripts for TV, and how do they differ from those for radio? 6
13. Describe how Instagram posts should be crafted to engage audience. 6
14. Define citizen journalism and its significance in democratic societies, exploring its potential benefits and challenges. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. (a) Discuss the relevance of citizen journalism in the current media scenario. 7
    (b) Explain the role of media in holding those in power accountable. 7
16. (a) Examine the challenges of maintaining impartiality in today's media environment. 7
    (b) Examine the transition from traditional to modern journalism and its impact on readership. 7

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