

QP CODE: 24900211



Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024

First Semester

Discipline Specific Core Course - MGIDSCPJM102 - BASICS OF NEWS REPORTING

(2024 ADMISSION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall
outcome attainability.*

[Learning Domain][CO No(s)]

Part A

Multiple Choice Questions

Answer all questions. each question carries 1 mark

- 1 Identify the best description for the news value, "impact"? [U] [1]
- a) The emotional response the story elicits b) The geographic closeness of the event to the audience
- c) The potential long-term effects of the story on the audience or society d) The credentials of the sources involved
- 2 Identify the personality 'Bob Woodward' [K] [1]
- a) A presidential advisor during the Nixon administration b) A novelist who has won the Nobel Prize in literature
- c) A popular television news program host d) One of the reporters who covered the Watergate scandal for The Washington Post
- 3 Article 19(1)(a) of the Indian Constitution deal with [U] [1]

opinions, while subjectivity does not to objectivity

- c) Objectivity focuses on facts, while subjectivity involves personal opinions and interpretations
- d) Objectivity cannot be achieved in news reporting whereas subjectivity is easily achievable

(10 × 1 = 10)

Part B

Short Answer Type Questions

Answer any ten questions. each question carries 3 marks

- | | | | |
|----|--|------|-----|
| 11 | Distinguish between hard news and soft news | [U] | [1] |
| 12 | Compare news stories and feature stories | [U] | [1] |
| 13 | Define hyperlocal news | [U] | [1] |
| 14 | Explain the concept 'source cultivation' | [U] | [2] |
| 15 | What is press release. Explain its primary purpose. | [U] | [2] |
| 16 | Explain the significance of exit polls in election reporting | [U] | [3] |
| 17 | Explain the term 'embedded journalism'. | [U] | [3] |
| 18 | Assess the role of a Chief Reporter in ensuring timely and accurate reporting. | [An] | [3] |
| 19 | Discuss the significance of audience feedback in shaping the direction of a TV series. | [An] | [4] |
| 20 | Evaluate the impact of social media on the landscape of journalism. | [E] | [4] |
| 21 | How does blogging differ from traditional journalism in terms of content creation? | [U] | [4] |
| 22 | Evaluate the effectiveness of short, simple sentences in radio scripts. | [E] | [4] |

(10 × 3 = 30)

Part C

Essay Type Questions

Answer any two questions. each question carries 15 marks

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|----|--|------|-----|
| 23 | Discuss the need for balance in news reporting. Why is it important to present multiple viewpoints in a news story, and how does this affect the perception of credibility and bias? | [An] | [1] |
| 24 | Discuss in detail the different types of news interviews and provide a brief | [U] | [2] |

description of each.

- 25 Evaluate the ethical challenges journalists face in investigative reporting when dealing with anonymous sources. [E] [3]
- 26 Discuss how radio writers target their audience. What changes do they make to their writing based on who they are trying to reach? [U] [4]

(2 × 15 = 30)

END OF THE QUESTION PAPER
