

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3017

**D**

Unique Paper Code : 2032181101

Name of the Paper : Introduction to Journalism

Name of the Course : **Bachelor of Arts (Honours Course) Journalism**

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper contains **two** parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and question in **Part B** carry **20** marks each.

P.T.O.

## PART A

1. Define news. Explain the characteristics that qualify news.

OR

What is the difference between hard news and soft news? Explain citing suitable examples.

2. Differentiate between the following formats of writing news reports :

(i) Inverted Pyramid

(ii) 5Ws and 1H

OR

Explain **any two** of the following :

(i) Penny press

(ii) Tabloid press

(iii) Yellow Journalism

3. Elucidate the differences between print and online journalism. Cite examples to explain the same.

**OR**

How is traditional journalism different from online journalism?

**PART B**

4. How does a news reporter utilize news sources for writing a news story? Explain. Also, discuss the significance of 'cultivating' news sources for journalists.

**OR**

What are the various components of a news story? State differences between, by-line, credit line and date line with suitable examples.

5. Trace the use of archives in the practice of news reporting.

**OR**

Elaborate on the principles of clear writing of news as given by Robert Gunning.

P.T.O.

6. Do you agree that there are differences in the nature of the language used by Print, Electronic, and Online media? Elucidate.

**OR**

Describe the contribution of citizen journalism to development.

7. The Internet has changed the style, pace and variety in news reporting. Do you agree? Explain with relevant examples.

**OR**

Write notes on **any two** of the following :

- (a) Attribution
- (b) News values
- (c) Print Media in India
- (d) Objectivity in Journalism
- (e) Principles of news selection
- (f) Rudolf Flesch Formula of news writing

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3071

D

Unique Paper Code : 2032181103

Name of the Paper : History of the Media

Name of the Course : B.A. (Hons.) Journalism

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper contains two parts. Both parts are compulsory.
3. Candidates have to answer ALL questions in Part A and ANY THREE questions in Part B.
4. Questions in Part A carry 10 marks each and question in Part B carry 20 marks each.

P.T.O.

## PART A

1. What is moveable type printing? Briefly discuss the contribution of Johannes Gutenberg to early printing technology.

OR

What is Morse code? Do you agree that Telegraph revolutionized newspaper publishing in Europe? Justify your answer. (10)

2. Explain the need of passing the Vernacular Press Act by the British. Examine the immediate impact of this Act on the language press during colonial rule.

OR

Discuss the journalistic contribution of Dr. B.R. Ambedkar and his efforts to start *Mooknayak* publication. (10)

3. Discuss the genesis and the formulation of Prasar Bharti. Highlight the objectives of the Prasar Bharti Act 1997.

OR

“The imposition of Emergency in 1975 is regarded as a dark phase in independent India”? Elucidate the statement in the context of media censorship. (10)

## PART B

4. What is tabloid journalism? Tracing its historical development discuss why the tabloid press is usually associated with unethical media practices.

OR

What is modernity? Explain how print revolution contributed to the growth of new age of modernity in the European society. (20)

5. Analyze the role of All India Radio in disseminating information pertaining to the rural development in the post-independence years.

OR

Trace the history of the arrival of Cinema on Indian soil and discuss how it inspired Indian filmmakers to venture into filmmaking. (20)

6. Explain the role of television in the state's development agenda in post-independence years with specific reference to the SITE project.

OR

Discuss the entry of the transnational television channels in India and their impact on television programming during the post-1990s. (20)

7. What were the factors that contributed to the introduction of photography in India? Did photography change the mode of colonial administration in India? Substantiate your answer. (20)

OR

Write short notes on any **TWO** of the followings :  
(10×2=20)

- (i) *Sambad Kaumudi*
- (ii) James Silk Buckingham
- (iii) Camera Obscura
- (iv) Dhundiraj Govind Phalke



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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3306

D

Unique Paper Code : 2034001005

Name of the Paper : Basics of Journalism

Name of the Course : **Bachelor of Arts (Honours Course) Journalism**

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper contains **two** parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and question in **Part B** carry **20** marks each.

P.T.O.

**Part - A**

1. What do you understand by news? State and examine the important components of a news story with examples.

**Or**

What is tabloid journalism? Discuss its feature in comparison with mainstream journalism. (10)

2. Explain the principles of clear writing for news stories. Illustrate with suitable examples.

**Or**

Write a news story (250 words) for a newspaper on any **ONE** of the following :

(a) India's G20 Presidency

(b) Turkey-Syria Earthquake (10)

3. Do you think that the media today prioritises ethics in its daily functioning? Comment on the factors that challenge media ethics.

**Or**

Write short notes on any **TWO** of the following :

(a) Inverted Pyramid

(b) Penny Press

(c) Hard News and Soft News

(d) Fake News

(10)

**Part - B**

4. The growth of yellow journalism is inseparable from the corporatisation of media houses globally. Elaborate on the historical emergence and spread of yellow journalism.

**Or**

Elucidate the relevance of attribution in writing a news story for a daily. Outline different types of attribution with appropriate examples. (20)

5. What is the importance of a lead in a news story? Delineate various types of leads with examples.

**Or**

Describe the difference between writing for Online and Print Journalism with suitable examples. (20)

6. Critically examine the relationship between press and democracy. Evaluate the relationship between democracy and media in India today.

**Or**

Discuss the emergence and rise of citizen journalism. Explain the scope of citizen journalism in reporting issues that mainstream media houses ignore. (20)

7. Do you think newspapers and magazines have retained their relevance in the digital era? Substantiate your answers with examples.

**Or**

“Without a free and independent media, true democracy is unattainable.” Elucidate. (20)

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Your Roll No.....

Sr. No. of Question Paper : 4412

C

Unique Paper Code : 11013301

Name of the Paper : Radio Production

Name of the Course : **B.A. (Hons.) Journalism  
(LOCF)**

Semester : III

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Candidates must answer any **three** questions from **Part A** and any **three** questions from **Part B**.

**PART A**

Attempt any **three** questions. **All** questions carry equal marks. (3×10=30)

P.T.O.

1. Write short notes on any **ONE** : (10×1=10)
  - (a) Sound Recording
  - (b) Acoustics
  - (c) Interview
2. Scripting is crucial for making a good radio programme. Discuss with examples.
3. Digital editing and compression not just made audio programmes more accessible, but also standardised a variety of sounds. Comment on this statement.
4. Highlight the significance of vox pop for radio.
5. Describe the stage of post-production in making a radio programme.

## PART B

Attempt any **three** questions. **All** questions carry equal marks. (3×15=45)

6. Who are the important personnel involved in radio production? What are their roles and responsibilities?
7. How does planning for a digital audio programme differ from the traditional radio? Elaborate with examples.
8. Elaborate on the stage of production in creating a radio programme. A well-planned production also accommodates opportunities for spontaneity. Comment.
9. Sound editing can transform a recording into a piece of art. Explain the use of transitions and silence in editing with reference to an audio programme.

10. Convergence of radio and digital medium created not just new audio formats such as podcasts, but also diversified content. Elucidate with examples.



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Your Roll No.....

Sr. No. of Question Paper : 4477

C

Unique Paper Code : 11011301

Name of the Paper : Introduction to Broadcast  
Media

Name of the Course : B.A (Hon)

Semester : III

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **three** questions from **Part A** and any **three** questions from **Part B**.

**PART A (10 marks each)  $3 \times 10 = 30$**

1. What is focal length? Explain different types of lenses in detail.

P.T.O.

2. Discuss the difference between ENG and EFP.
3. Explain the principles of television news writing in detail.
4. Write a short note of any two of the following :
  - (a) Politics of Image
  - (b) Ecology of Image
  - (c) Visual Culture
  - (d) Ethics in editing images
  - (e) Electronic Image stabilization
  - (f) Vector tool and pixels manipulation
5. Discuss the properties of sound? Explain the different sound recording techniques.

**PART B** (15 marks each)  $3 \times 15 = 45$ 

6. There is an inextricable relationship between audio and video. Explain the relevance of categories of sound design.
7. Discuss the newsgathering process (from event to the viewer) for a television news channel.
8. What is CCD? Discuss the different parts of a camera in detail.
9. Explain the importance and role of the aperture in cameras with the help of a diagram.
10. Write a script in audio-visual format on any of the following :
  - (a) Collegium system
  - (b) Air Pollution in Delhi

(c) Russia-Ukraine war

(d) Freebies

(e) New Education Policy

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05  
[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4501

C

Unique Paper Code : 11011304

Name of the Paper : History of Media

Name of the Course : B.A. (Hons.) Journalism

Semester : III

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Students will attempt any **three** questions from **Part A** and any **three** questions from **Part B**. Both sections are compulsory.

**PART – A**

Attempt any **THREE** questions : (3×10=30)

1. Briefly discuss the impact of Yellow journalism on

P.T.O.

the ethical standards of press in the late 19<sup>th</sup> century in the United States of America. (10)

2. "One of the objectives of a newspaper is to fearlessly expose popular defects". M.K Gandhi. Discuss the journalistic role that Gandhi played as the editor of Young India newspaper. (10)
3. "Camera is an extension of human eye" -Marshall McLuhan. Tracing the historical evolution of photography, explain how has photography modernized our vision. (10)
4. Discuss the evolution of All India Radio programming in helping communities to receive relevant information on plans and policies of the government. Substantiate your answer with suitable examples. (10)
5. Write a short note on any **TWO** : (5×2=10)
  - (a) Prasar Bharati
  - (b) Gramophone

(c) Telegraph

(d) Daguerrotypes

**PART - B**

Attempt any **THREE** questions : (3×15=45)

6. "The Indian press in the 19<sup>th</sup> century was time and again gagged by the colonial authority". Justify this statement in the context of Vernacular Press Act. (15)
7. Why is the period of emergency called the darkest phase in Indian democracy? Discuss the press censorship during that period. (15)
8. Trace the arrival of Gramophone and its impact on the sound recording industry in India. (15)
9. Trace the genesis, growth and development of AIR and discuss the three-tier system of radio broadcasting in India. (15)

10. Discuss the early silent movies produced in India and comment distinct features of the movie Raja Harishchandra (15)



[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4524 **C**

Unique Paper Code : 11011307

Name of the Paper : Advertising and Public Relations

Name of the Course : B.A. (Hons.) Journalism – CBCS (LOCF)

Semester : III

Duration : 3 Hours Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **THREE** questions from **Part A** (10×3=30 marks).
3. Attempt any **THREE** questions from **Part B** (15×3=45 marks)

**PART A**

Write short notes on any **three** from the following :

1. Ethical guidelines for advertisers.

P.T.O.

2. Creativity and copy writing.
3. Role and functions of PR in government.
4. Corporate social responsibility.
5. Integrated marketing communication versus traditional marketing.

### PART B

Answer any **three** questions from the following :

6. What are the different types of advertising used by the advertisers to promote their brands? State at least 10 with relevant examples along with their promotional strategies.
7. Explain the importance of media planning, selection and scheduling? What are the different types of media scheduling?
8. Discuss in detail the various kinds of appeals that are used in advertising with appropriate examples.
9. What are the tools and strategies that can be used by a PR professional to manage a crisis? Explain citing recent examples.
10. Define interactive media. Discuss the growing trends in digital advertising with suitable examples.

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[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4079 **C**

Unique Paper Code : 11011505

Name of the Paper : Advanced Broadcast Media

Name of the Course : **B.A. (Hons.) Journalism**

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **three** questions from **Part A** and any **three** questions from **Part B**.
3. Questions from **Part A** carry **10** marks each ( $10 \times 3 = 30$ ).
4. Questions from **Part B** carry **15** marks each ( $15 \times 3 = 45$ ).

**PART A**

Attempt any **three** Questions. Each question carries **10** marks.

1. Role of community radio in rural development.
2. Significance of newsroom in a broadcast channel.

P.T.O.

3. Children's programming on Indian television.
4. Write a radio jingle on a cosmetic brand.
5. Reconstruction of news on television.

### PART B

Attempt any **three** Questions. Each question carries **15** marks.

6. Enlist the key characteristics and functions of Public Service Broadcasting. Do you think that Prasar Bharti has successfully fulfilled its duties as a Public Service Broadcaster? Support your arguments with examples.
7. Discuss the policies and laws governing private broadcasting in India.
8. the growing popularity of web series on OTT platforms has expanded creative horizons and carved new challenges for the broadcast industry. Comment.
9. Why should a radio script be written for the ear? Write a radio script for a 30- second Public Service Advertisement on "Child Labour".
10. Analyzing the role of new media platforms like YouTube and Instagram in amplifying voices from the margins, discuss the power of music video as a tool for social, cultural and political change. Give relevant examples.

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Your Roll No.....

Sr. No. of Question Paper : 4288

C

Unique Paper Code : 11017508

Name of the Paper : Media Gender and Human Rights

Name of the Course : B.A. (Hons.) Journalism

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **three** questions from **Part A** and any **three** questions from **Part B**.
3. Questions from **Part A** carry **10** marks each (10×3=30).
4. Questions from **Part B** carry **15** marks each (15×3=45).

P.T.O.

## PART A

Attempt any **three** Questions. All questions carry equal marks. (3×10=30)

1. Write short notes on any **two** :
  - (a) Masculinity
  - (b) Radical Feminism
  - (c) Counter-publics
  - (d) Mediatisation
2. What are the challenges faced by the media in representing different visions in a democracy, especially with reference to the rural-urban divide?
3. What are some of the feminist arguments countering biological determinism that have shaped contemporary debates around gender?
4. What gives rise to counter-publics? Discuss the possibilities of the counter-publics in creating a public sphere of the disempowered with suitable examples.

5. Covid-19 pandemic exposed and deepened existing social inequalities. Discuss some of the human rights violations and crisis suffered during this time.

### Part B

Attempt any three Questions. All questions carry equal marks. (3×15=45)

6. Social movements draw their power from public participation. How does social media influence and shape these movements? Discuss with examples.
7. What were some of the defining features of the first and second wave of feminism? Also discuss the criticisms levelled at them.
8. Analyse the theoretical perspective of Human Rights by highlighting the Universal Declaration of Human Rights in this context.
9. How do dominant conceptions around femininity and masculinity impact the everyday lives of men and women in India? Analyse the representation of men and women in popular culture with examples.

10. How are human rights issues identified, framed and debated in the media? Which issues get lensed as human rights violations and which of these get excluded? Elaborate.



[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4039 C

Unique Paper Code : 11011502

Name of the Paper : Global Media and Politics

Name of the Course : B.A (Hons.)

Semester : V

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **three** questions from **Part A** and any **three** questions from **Part B**.
3. Questions from **Part A** carry 10 marks each (10×3=30).
4. Questions from **Part B** carry 15 marks each (15×3=45).

**PART A (10 Marks each)**

- ✓ Briefly comment on the role played by Joseph Goebbels in structuring Nazi Propaganda during World War II.
- ✓ Elaborate on the contribution of Radio Free Europe and Radio Liberty in the disintegration of USSR.

P.T.O.

3. Explain the significance of embedded journalism during the Iraq war.
4. What is Glocalization? Elucidate with examples.
5. Comment on the Globalization of TV formats.

**PART B (15 Marks Each)**

6. The Nazis employed a massive propaganda drive during the Second World War, Elucidate with examples.
7. What were the observations made by the Mac Bride Commission? Discuss its role in eliminating the structural inequalities and the imbalanced flow of information.
8. What is the "CNN effect"? How did CNNization create a 24x7 global news culture? Evaluate.
9. In context of Gramsci's idea of hegemony, intellectuals and civil society, explain the dynamics of global cultural flows in the present global world.
10. Explain the role of media conglomerates and monopolies in the global media market with reference to Ted Turner.

(500)