

C 32508

Name.....

Reg. No.....

**FIRST SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2017**

(CUCSS)

MCJ 1C 04—NEWS REPORTING

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

*Answer Question No. 1 and four others.*

**Part A**

1. Write short notes on any six of the following :

- |                           |                               |
|---------------------------|-------------------------------|
| (a) Profile.              | (e) Cross-media ownership.    |
| (b) Human interest story. | (f) Multi-tasking journalist. |
| (c) Paid news.            | (g) Follow-up story.          |
| (d) Photo feature.        | (h) Cabinet briefing.         |

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.  
Each question carries 6 weightage.*

2. What specialized knowledge and skills are essential for reporting science, technology and environment ? Discuss.
3. If you are assigned to report a forest fire in Idukki district who/what would your sources of information ? What background information would you need to know to complete the story ? Discuss.
4. Discuss the nature of work of the journalist who report the proceedings in a court of law and the State Legislative Assembly.
5. Were there any changes in reporting for the print media in the last decade ? Discuss the post-Internet scenario in news reporting for print media.
6. Write short essays on :
  - (a) Accuracy.
  - (b) Ethics.
  - (c) Advertorials.
7. Discuss how the Chief of a News Bureau plans to cover the inauguration of the National Games scheduled to be conducted in Kochi.
8. Define news and elucidate the various elements of news.
9. What is lead ? Discuss various types of leads.

(4 × 6 = 24 weightage)