

St. Joseph's Degree & PG College

(Autonomous)-Affiliated to Osmania University

Re-Accredited by NAAC with "A" Grade

King Koti Main Road, Hyderabad – 500029

MA(Journalism & Communication) I Year Examinations April 2017

Semester –II

Subject: MEDIA LAWS AND ETHICS

Time: 3 Hrs.

Max. Marks:60

Date: 17-04-2017

Section – A

I. Answer All questions not exceeding one page each.

5x4=20

1. PIL
2. Right to Privacy
3. Contempt of Court
4. Direct Principles
5. NHRC

Section – B

II. Answer the following questions not exceeding three pages.

5x8=40

6. a) What are the fundamental rights given by the Indian constitution? Explain the rights that provide freedom of press.

OR

- b) Discuss the evolution of press laws in India from time to time.

7. a) Explain the features of Press and Registration of Books Act.

OR

- b) What are the provisions of Parliamentary Proceedings Protection of Publication Act 1956.

8. a) What is CBFC? Explain the provisions of Censorship Act.

OR

- b) Explain the Law of Defamation with any two cases from India.

9. a) Discuss the Right to Information Act 2005. Explain its role in Indian democracy.

OR

- b) Describe the different cybercrimes and the Indian Cyber Law that governs them.

10. a) Define Human Rights. Discuss how do the media help in the protection of these Human rights with any one example.

OR

- b) Explain the structure, functioning and codes prescribed by the Press Council of India

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MA(Journalism & Communication) I Year Examinations April 2017

Semester –II

Subject: ADVANCE REPORTING AND EDITING

Time: 3 Hrs.

Max. Marks:60

Date: 19-04-2017

Section – A

I. Answer All questions not exceeding one page each.

5x4=20

1. You are asked to cover an event on an issue of environment. How would you go about in your assignment
2. Explain the significance of editorial policy.
3. Explain the difference between features and articles.
4. Write short notes on a) Functional use of colour b) Layout.
5. Explain digital printing and its advantages.

Section – B

II. Answer the following questions not exceeding three pages.

5x8=40

6. a) What is Development Reporting? Explain the issues dealt with education, ecology and health.

OR

- b) What is sensitization? What care should a reporter take while reporting gender issues and human rights?

7. a) Explain Op-Ed page articles. List out some of the current issues which deserve such articles.

OR

- b) How is advertorial different from editorial?

8. a) What is feature writing and explain its characteristics.

OR

- b) Write an How-to-do feature in about 750 words.

9. a) Selection of photographs is an important aspect of journalism. Discuss.

OR

- b) Explain the concept of colour and what are the basic principles of colour printing.

10. a) Compare offset printing and digital printing and their relationship to print media.

OR

- b) Explain the working of a DTP System.

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MA(Journalism & Communication) I Year Examinations April 2017

Semester –II

Subject: TELEVISION PRODUCTION

Time: 3 Hrs.

Max. Marks:60

Date: 21-04-2017

Section – A

I. Answer All questions not exceeding one page each.

5x4=20

1. Programme proposal
2. Dry run
3. Floor plan
4. Video effects
5. Communication satellite.

Section – B

II. Answer the following questions not exceeding three pages.

5x8=40

6. a) Explain a studio based Television Production model with examples
OR
b) Describe the various activities or Pre-production.
7. a) Explain in the role of Director in Pre-production stage.
OR
b) Explain the role of Director in a multi camera production.
8. a) Discuss the importance of set design, costume design and make-up in Television production.
OR
b) Describe the elements of scene design.
9. a) Describe the different types of graphics. Discuss the importance of graphics in Television Programmes.
OR
b) What are graphics? How are they generated and used Television news?
10. a) Describe the technology that is used for gathering and disseminating Television news.
OR
b) Technology has made the concept of global village a reality. Discuss in the context of technology used in Television news production.

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MA(Journalism & Communication) I Year Examinations April 2017

Semester –II

Subject: MAGAZINE & PHOTO JOURNALISM

Time: 3 Hrs.

Max. Marks:60

Date: 24-04-2017

Section – A

I. Answer All questions not exceeding one page each.

5x4=20

1. General Interest Magazine
2. Sources
3. Subjectivity
4. Types of Film
5. Photo Editor

Section – B

II. Answer the following questions not exceeding three pages.

5x8=40

6. a) Explain the different ways of the planning the editorial mix of a magazine

OR

- b) Write in detail how visuals can help make a magazine more interesting for readers.

7. a) write in detail about freelance journalism and its role in magazine business.

OR

- b) Define features. Explain different types of features and the styles of writing feature stories

8. a) Which are different approaches to editing specialized and glossy magazines. State few examples

OR

- b) Write in detail about specialized and glossy magazines.

9. a) Explain the following concepts: The shutter/Aperture relationship, types of lenses, DoF, filters.

OR

- b) Explain lighting and its types and how natural light varies from the artificial light and their importance to photography

10. a) explain in detail different aspects of color photography

OR

- b) Explain the photojournalism and the related laws and issues.

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MA(Journalism & Communication) I Year Examinations April 2017

Semester –II

Subject: ADVERTISING

Time: 3 Hrs.

Max. Marks:60

Date: 26-04-2017

Section – A

I. Answer All questions not exceeding one page each.

5x4=20

1. Marketing Mix
2. Media Planning
3. Copy Testing
4. ASCI
5. Brand Proliferation

Section – B

II. Answer the following questions not exceeding three pages.

5x8=40

6. a) What is Advertising? Describe the characteristics and objectives of Advertising.
OR
b) Describe the growth and evolution of Advertising in India.
7. a) Explain the structure and functions of an Advertising agency.
OR
b) Discuss the role of creative department in an Advertising agency.
8. a) Explain the different phases of Advertising campaign.
OR
b) What is an advertising copy? Explain the characteristics and essential elements of an Advertising copy.
9. a) Describe the importance of Ethics in Advertising.
OR
b) What are the different laws regulating the Advertising in India? Briefly describe them.
10. a) What is brand image? How is it built? Discuss with examples.
OR
b) What is brand positioning? Describe the characteristics of brand and advantages of branding.
