

St. Joseph's Degree & PG College

(Autonomous)-Affiliated to Osmania University

Re-Accredited by NAAC

King Koti Main Road, Hyderabad – 500029

MA (Journalism & Communication) I Year/ Semester –II

August - 2021 Examinations

(April-2021 Cycle)

Subject: ADVANCE REPORTING & EDITING

Time: 3 Hrs.

Subject ID: AREMAO1

Max. Marks: 60

Date: 23-08-2021

I. ANSWER ALL THE QUESTIONS

(12 X 5 = 60)

1. A) What are the guidelines for Gender Sensitive Reporting? List out the checklist for detecting & avoiding Gender Sensitive Reporting

OR

- B) Discuss about the Issues that Reporters need to keep in mind while covering Transgender related matters in Newspapers.

2. A) What is Editorial Writing? Describe its functions, Principles, tips and guidelines.

OR

- B) How do you write a successful Op-ed piece? Discuss about an Op-ed article that you have read about recently.

3. A) Explain about Feature Writing, its structure & scope with examples .

OR

- B) Explain the importance of Translation, & discuss the common issues faced during the Translation process.

4. A) Write briefly about Digital Printing and its advantages.

OR

- B) Analyse the aspects of magazine design & layout principles using real world examples of your favourite Publications.

5. A) Write about offset Printing process along with its advantages & disadvantages.

OR

- B) Write a brief history about the Development and Evolution of printing.

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August - 2021 Examinations

(April-2021 Cycle)

Subject: MAGAZINE & PHOTOJOURNALISM

Time: 3 Hrs.

Subject ID: MPJMA02

Max. Marks: 60

Date: 24-08-2021

I. ANSWER ALL THE QUESTIONS

(12 X 5 = 60)

1. A) Describe the types of visuals used in Magazines with examples.

OR

- B) What are the common constraints faced by Newspaper & Magazine Editors? Explain with examples

2. A) What sources of information do feature writers use? Give examples of on-diary & off-diary sources.

OR

- B) What is the importance of Rewriting? Explain with examples.

3. A) Comment about the relevance of Freelance Journalism & Freelance Writing.

OR

- B) Describe objectivity and subjectivity in Magazine Writing & point out the differences.

4. A) Explain the Relationship between Aperture, Shutter & ISO. How do they affect the overall outcome of a Photograph?

OR

- B) Explain about the various types of Camera Lenses and their uses.

5. A) Discuss the Ethical guidelines that Photo Journalists need to keep in mind while Reporting.

OR

- B) Explain in detail the role of a Photo Editor.

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August - 2021 Examinations

(April-2021 Cycle)

Subject: MEDIA INDUSTRY AND MANAGEMENT

Time: 3 Hrs.

Subject ID: MIMMAO5

Max. Marks: 60

Date: 27-08-2021

I. ANSWER ALL THE QUESTIONS

(12 X 5 = 60)

1. Provide an overview of the organizational structure and departments of a typical television channel, and its functioning.

OR

2. Elaborate upon the significance of editorial staff in a newspaper when it comes to maintaining the publication's quality, independence, and editorial integrity.

3. Elaborate upon the various ownership patterns found in the media industry, and the trend of horizontal and vertical expansion of media groups.

OR

4. Elaborate upon the advantages and disadvantages associated with infusion of foreign equity (FDI) when it comes to media organizations.

5. Discuss the different types of market structures and explain the reason behind the media industry's tendency to have oligopolies.

OR

6. Explain the significance of advertising as the primary source of revenue for media and its impact on how the industry functions.

7. Explain from a managerial perspective the different kinds of factors to be considered when finalizing the casting, production, and distribution related decisions of a film.

OR

8. Elaborate upon the significance of Public Relations when it comes to building and sustaining audiences for a movie franchise (like Baahubali) or television program (like Kaun Banega Crorepati). How do celebrity actors play a crucial role in this process?

9.Elaborate upon the impact of platforms like Netflix, YouTube, Spotify upon customer behavior and choices. How are media companies reacting in order to retain their customer base (marketing, branding, distribution strategies)?

OR

10.Explain the need for media organizations to study and understand the market when it comes to creating appropriate content for their audience.

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August - 2021 Examinations

(April-2021 Cycle)

Subject: MEDIA LAWS AND ETHICS

Time: 3 Hrs.

Subject ID: MLEMA04

Max. Marks: 60

Date: 26-08-2021

I. ANSWER ALL THE QUESTIONS

(12 X 5 = 60)

1. A) Discuss in detail salient features of the Indian Constitution.

OR

B) Explain in detail the Fundamental Rights as listed in the Indian Constitution

2. A) Discuss the Directive Principles of State Policy and their importance

OR

B) What is the Censorship? Why is it being discussed in the present times?

3. A) What are the laws of Defamation? Explain with examples.

OR

B) What is Contempt of Court? Discuss with examples

4. A) Discuss in detail the Right to Information Act and its implementation.

OR

B) What is the Right to Privacy? Why is it important for journalists?

5. A) Explain the provisions of the Press Council of India.

OR

B) Explain the concept of Public Interest Litigation with examples.

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Subject: TELEVISION PRODUCTION

Time: 3 Hrs.

Subject ID: TVPMA03

Max. Marks: 60

Date: 25-08-2021

I. ANSWER ALL THE QUESTIONS

(12 X 5 = 60)

1. A) How to write a program proposal and explain the process of preparing a budget for a Television Production.

OR

- B) Explain Post-production activities and the significance of Publicity and promotion for a Television show.

2. A) What is Pre-Production planning in Television Production. Also discuss Facilities request, schedules and permits.

OR

- B) Discuss the Director's terminology and explain Multi-Camera directing procedures.

3. A) What are Standard set units? Explain the difference between Hard wall flats and Soft wall flats.

OR

- B) Draw the Floor plan of a News panel discussion set. Explain your floor plan, set background and props of the set.

4. A) Discuss Standard Electronic effects in detail.

OR

- B) What are Optical effects? Explain with examples.

5. A) Define ENG & EFP. And explain the differences between EFP and Big remotes.

OR

- B) Explain Distribution systems and Communication Satellites.
