



QP CODE: 22103634



Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS

NOVEMBER 2022

Fifth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC5CRT22 - SPECIALIZED JOURNALISM

2017 Admission Onwards

5F9E9393

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. List any two notable television sports anchors.
2. Define sports news.
3. Define 'political campaign'.
4. Explain the term 'bias'.
5. Explain the term political scams.
6. Define 'PAN'.
7. Explain the term commentary.
8. Explain the language of sports.
9. Define news magazines.
10. Define the term 'parties'.
11. Define news values.
12. Define the term 'trial by media'.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Describe the history of journalism.
14. Discuss about the ethics of a sports journalist.
15. Discuss the videographic procedures in covering a sports event.
16. Discuss the videographic procedures in covering a political event.
17. Discuss the types of political advertising.
18. Examine the important points in covering an election.
19. Discuss the sources of information.
20. Distinguish between WTO and WHO.
21. Discuss the growth of business journalism abroad.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the statement "If government should have the controlling power of political journalism".
23. Discuss the challenges faced by a sport writer in the contemporary time period.
24. List the scope and uses of magazines in our society.
25. Discuss the history of the development of magazines.

(2×15=30)

