



23140658

QP CODE: 23140658

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, OCTOBER
2023**

Fifth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC5CRT22 - SPECIALIZED JOURNALISM

2017 Admission Onwards

9C6E495B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. List any two notable sports journalists.
2. Define 'sports journalism'.
3. Define 'reporting'.
4. Define 'political campaign'.
5. Explain the term 'politician'.
6. Define 'WTO'.
7. Define narration.
8. Explain the term 'local political reporting'.
9. Explain the term 'national reporting'.
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 role of a sports videographer in a channel.
14. Discuss about the role and functions of a sports writer.
15. Discuss the videographic procedures in covering a sports event.
16. Examine the use of cutlines in photographs with suitable examples.
17. Discuss the types of political advertising.
18. Describe the general factors affecting the economy of a nation.
19. Describe the significance of SEBI.
20. Discuss on the challenges faced by sports magazines.
21. Discuss the growth of business journalism abroad.

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

22. Describe the role of sports journalism and how does it differ from other journalism genres.
23. Discuss the statement "If government should have the controlling power of political journalism".
24. List the scope and uses of magazines in our society.
25. Discuss the statement "good sports photograph should communicate the main theme of story".

(2×15=30)

