



QP CODE: 21101833



Reg No :

Name :

B.A DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATION, JULY 2021

Fifth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC5CRT22 - SPECIALIZED JOURNALISM

2018 Admission Only

F66A3D0E

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Identify the CEO of the Star Sports Channel.
2. Define 'sports journalism'.
3. Define 'political science'.
4. Explain the term 'bias'.
5. Describe 'covering issues' in politics.
6. Define 'WTO'.
7. Define sub heading.
8. Explain the term RBI.
9. Explain the term 'national reporting'.
10. Define Lokhasaba.
11. Define the term 'trial by media'.
12. Explain the nature of crime magazine.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Describe the history of journalism.
14. Discuss about the role and functions of a sports writer.
15. Discuss the videographic procedures in covering a political event.





16. Examine the use of bylines in a video with suitable examples.
17. Examine the use of paid news.
18. Describe the Focus on Campaign Issues while reporting on election days.
19. Distinguish between stock and share marketing reporting.
20. Discuss about the impact of videos in financial journalism.
21. Describe the evolution of political journalism.

(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. Explain the evolution and growth of magazines.
24. Describe political advertising with types.
25. Discuss the scope and importance of financial journalism.

(2×15=30)

