

Reg No. : <sup>361</sup>.....

(2 Pages)

N 9694

Name : Rajini.....

**FIRST SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2004**

**CJ 103 - REPORTING FOR PRINT MEDIA**

Time : Three Hours

Maximum : 80 Marks

*Answer question No. 7 and four others.*

I. ✓ Define news and discuss the various ingredients of news, citing recently published stories. (15 marks)

II. ✓ What is lead? Discuss atleast ten types of leads. Do you find any new trend in lead writing? (15 marks)

III. ✓ Bringout the the difference between : (15 marks)

1. Date line and dead line.

2. <sup>antici.</sup> Advance and embargo. *Time before which informn # be published*

3. Cutline and imprint line.

4. Slug and headline.

5. Press conference and meet-the-press.

6. Editorial and advertorial.

7. Soft news and hard news.

8. <sup>ve treat</sup> Sacred cow and planted story.

IV. Development journalism means different things to different scholars. Some of these interpretations are : (15 marks)

(a) Government says-so-development reporting.

(b) Creating awareness about development with social commitment ; and

(c) Advocacy journalism.

Comment on these views and define development journalism.

V. ✓ What is beat reporting? What would you do if you are assigned the hospital beat? (15 marks)

VI. ✓ Write short notes on any **four** of the following : (15 marks)

(a) Investigative journalism.

(b) Interpretative journalism

(c) Public service journalism.

(d) Literary journalism.

(e) Farm journalism.

(f) Precision journalism.

Turn over

VII. Construct a story based on the following news material.

(20 marks)

M.P. Veerendrakumar, the President of the state unit of Janata Dal (Secular) and a member of the Lok Sabha from Kerala today invited the members of the media in New Delhi to his residence for lunch. This meeting was considered as a press conference as he expressed his opinion on many issues related to government policies and decisions. As he is an M.P. he discussed some of the current issues being debated in the Parliament. When asked about his comments on raising the cap on FDI in civil aviation, telecom and insurance Veerendrakumar said, "our party will oppose this budgetary proposal. What is the need for FDI in insurance sector? Parliament's clearance is not needed to raise the FDI cap in civil aviation and telecom sectors. The Union Cabinet could do it. But in the insurance sector, the Government would have to amend the Insurance Regulatory Development Authority Act. My party is not in favour of it".

Veerendrakumar criticised the Kerala Chief Minister A.K. Antony for going ahead with the express highway project even while the agricultural sector was facing a major crisis, resulting in farmers committing suicide. "It is ironical that the state government was prepared to spend money on such costly programmes, even when it claimed that it had no money to waive off farmers' loans. The highway project, in particular, would be of no direct use for the common man as it was being designed to cater to high-speed vehicles only. The road would have 33-foot high walls on either side and there would be only 19 entry points. Consequently, people living on either side of the highway, which cuts through the entire state from north to south would be forced to take long diversions to go to the otherside. It is high time the state reviewed its priorities".

"I object to the recent statement of Antony criticising Kerala MPs. We are prepared to extend full support to push through projects of importance to the state at the centre. But the state government is not providing us with adequate information. Antony should also realise the centre is ruled by his own party and so he should be able to get better support from it". Veerendrakumar said.