



K24P 3052

Reg. No.:

Name :

III Semester M.A. Degree (C.B.C.S.S. – OBE-Regular)
Examination, October 2024
(2023 Admission)

JOURNALISM AND MASS COMMUNICATION
MAJMC03C 12 : Television Journalism

Time : 3 Hours

Max. Marks : 60

- I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. (5×3=15)
- 1) Breaking news.
 - 2) PTC.
 - 3) Rundown management.
 - 4) Role of the sub editor in television news.
 - 5) DSNG.
 - 6) Stylebook.
- II. Write about essays on **any three** of the following. **Each** answer carries **six** marks. (3×6=18)
- 7) Discuss the significance of writing for the ear in television news scripting. How does it influence the viewer's understanding ?
 - 8) Explain the role of the PCR in a television news broadcast. How does it differ from the MCR ?
 - 9) How can television journalists effectively use data visualisation tools in their reports ? Provide examples of their application in television news.
 - 10) Examine the impact of 5G technology on live news reporting and broadcasting. What new possibilities does it bring for television journalism ?
 - 11) Discuss the ethical considerations in using AR and VR elements in news storytelling. How can these tools be used responsibly ?

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. **(3×9=27)**

- 12) Analyse the evolution of television journalism in India, highlighting the key milestones that have shaped its development. How has it influenced the media landscape ?
- 13) Discuss the process and challenges of conducting live interviews during television news broadcasts. How can journalists prepare for unexpected situations during live coverage ?
- 14) Evaluate the role of editorial independence in television journalism. How can journalists maintain integrity in the face of commercial and political pressures ?
- 15) Critically assess the advantages and challenges of using AI in news production. How does AI influence the workflow of television newsrooms ?
- 16) Compare and contrast the coverage of a major news event by two leading Malayalam television news channels. What are the differences in their reporting styles and approaches ?

