



K18P 0929

Reg. No. :

Name :

**Third Semester Mass Communication and Journalism (M.C.J.) Degree
(Reg./Imp.) Examination, October 2018
(2016 Admn. Onwards)
MCJ3C12 : TELEVISION JOURNALISM**

Time : 3 Hours

Max. Marks : 60

Instruction : Answer Question I and **four** others. **All** questions carry **12** marks.

- I. Write short notes on **any four** of the following :
 - 1) Actualities.
 - 2) Continuity.
 - 3) TRP.
 - 4) V/O.
 - 5) Sting operations.
 - 6) Media one TV.
 - II. Examine the role of television channels belonging to different political parties in Kerala. In your opinion are they contributing to strengthening our democracy ?
 - III. Explain the roles and responsibilities of a producer in a television news channel.
 - IV. Examine the challenges of covering live news, citing suitable examples.
 - V. Explain the basic rules of television news writing.
 - VI. Write a script for a news story (duration 90 seconds) on a stampede that occurred at Calicut railway Station and led to the death of two people, for telecast in a national news channel.
 - VII. What are the important points to be kept in mind while planning an interview on television ?
 - VIII. Discuss the essential qualities of a television anchor.
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