



M 14771

Reg. No. :

Name :

Fourth Semester M.C.J. Degree Examination, July 2008
Paper – CJ 402 : SPORTS JOURNALISM (Optional)

Time : 3 Hours

Max. Marks : 80

Instruction : Answer question No. VIII and any four from others.

- I. Examine the impact on sports journalism with the ongoing commercialisation of the sports industry and media corporations. (4×15=60)
 - II. Discuss the challenges faced by print and broadcast sports journalists in the context of the new media environment.
 - III. Write a profile of any one sports person of your choice.
 - IV. What is a sports feature ? Explain the principles of writing a feature for a sports magazine.
 - V. Analyse the importance of sports as a central aspect of popular culture.
 - VI. Examine the changing nature of sports writing and editing.
 - VII. Describe the use of visuals as a vital part of sports coverage in a television channel.
 - VIII. Write short notes on **any four** : (4×5=20)
 - 1) Actuality sound
 - 2) Curtain Raiser
 - 3) 'Kicking Around'
 - 4) Mandira Bedi
 - 5) Syndicated Columns
 - 6) Neo Sports.
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