

**First Semester FYUGP Degree (Sup) Examination November
2025**

KUIMDCJMC106 - PROFESSIONAL JOURNALISM

2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. List two benefits of TV journalism.
2. Define the role of an investigative journalist.
3. Discuss the language and grammar used for news scripts in radio.
4. Explain the various elements of TV scripting.
5. What is the significance of 'timeliness' in news?
6. Explain various news sources in journalism.
7. Describe the ethical considerations for journalists.
8. Explain the difference between a reporter and an editor in terms of job responsibilities.

Section B

Answer any 4 questions. Each carry 6 marks.

9. What are the challenges journalists face while news selection?
10. Discuss the role of news values in shaping the content of news media.
11. State the importance of investigative journalism.
12. Discuss the significance of media independence in a democratic society, exploring challenges and threats to press freedom.
13. Assess the impact of journalism on the development of rural areas.
14. Evaluate the effects of citizen journalism on traditional news outlets.

Section C

Answer any 1 questions. Each carry 14 marks.

15. (a) Examine the challenges and opportunities of online journalism.

(b) How does sensational journalism contribute to the spread of misinformation or fake news?

16. (a) Why is it important to adopt a natural, spoken tone in radi and television news, and how does this influence the audience?

(b) Evaluate the strategies for creating engaging social media content. Discuss with examples.

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