



K25P 2841

Reg. No. :

Name :

III Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)
Examination, October 2025
(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION
MAJMC03C12 : Television Journalism

Time : 3 Hours

Max. Marks : 60

PART – A

Write **Short Notes** on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

1. Inverted Pyramid versus Diamond Model.
2. Teaser and Teller Leads.
3. Electronic News Gathering (ENG).
4. Electronic Field Production (EFP).
5. Mobile Journalism (MoJo).
6. Solutions Journalism (SoJo).

PART – B

Write **Short Essays** on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

7. Discuss the qualities of a television journalist.
8. Explain the role of the Production Control Room (PCR) in a television news broadcast.
9. Describe on-camera presentation skills, including body language and gestures.

P.T.O.



10. Discuss ethical considerations in reporting crime and tragedy.
11. Explain the basics of voice modulation and articulation techniques in news anchoring.

PART – C

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

12. Analyse the role of citizen journalists and news agencies in contemporary television journalism. What are the advantages and challenges associated with their contributions ?
 13. Explain the steps involved in the production of a TV news bulletin. List out the personnels involved and mention their roles.
 14. Evaluate the impact of panel discussions and satirical programs on public opinion. How should anchors and producers manage these formats to ensure balanced content ?
 15. Critically analyse the news presentation styles of leading English and Malayalam news channels. What strengths and weaknesses can you identify in their approaches ?
 16. Discuss the role of softwares such as FCP, Premiere Pro, Velocity and Audacity in television news production. How do these tools enhance the quality and efficiency of news broadcasting ?
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