



K22P 1346

Reg. No. : .....

Name : .....



III Semester M.A. Degree (CBSS – Reg./Sup./Imp.) Examination, October 2022  
(2019 Admission Onwards)

**JOURNALISM AND MASS COMMUNICATION**

**MCJ 3C 12 : Television Journalism**

Time : 3 Hours

Max. Marks : 60

**Instructions** : Answer Question I and **four** others. **All** questions carry **equal** marks.

- I. Write short notes on **any four** of the following.
    - 1) DSNG
    - 2) Signature Line
    - 3) Agency Copy
    - 4) TRP
    - 5) SOT
    - 6) Piece to Camera.
  - II. Explain with illustrations the organizational structure of a Television News Channel.
  - III. Write a critical analysis of news-based programs aired in a television channel of your choice.
  - IV. Outline the legal and ethical issues associated with the sting operations conducted for unearthing scoops and exclusives.
  - V. Elaborate on the structure and elements of a television news story package.
  - VI. List and explain different types of interviews you frequent in Indian television.
  - VII. What are the latest trends and challenges in television journalism ?
  - VIII. Prepare the scripts in split page format, for a 5 minutes television news story on any current events.
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