



K16P 0044

Reg. No. :

Name :

**Third Semester M.C.J. Degree (Reg./Supple.) Examination, December 2015
(2014 Admn.)**

MCJ 3C12 : TELEVISION JOURNALISM

Time : 3 Hours

Max. Marks : 45

PART – A

I. Write short notes on **any five** of the following :

- 1) Vox Populi.
- 2) NDTV.
- 3) Digital Video Effects.
- 4) Scoop.
- 5) Commercial Television.
- 6) SNG.
- 7) Outside Broadcasting.

(5×1=5)

PART – B

Write **any four** of the following. **Each** question carries **10** marks.

- II. Discuss the effectiveness of prime time TV channel discussions in Kerala Society.
- III. Detail the organizational structure of a TV Station.
- IV. 'Nowadays Online Journalism is a boon and bane to Television Business'. Elaborate the statement.
- V. Explain the phases of a TV news Bulletin production.
- VI. Critically evaluate the qualities of a TV news anchor. Compare the presentation styles of any two news anchors of your choice.
- VII. Discuss famous sting operations took place in India and their after effects.
- VIII. Explain the various aspects of Exclusive TV news reporting.

(4×10=40)