

0147188



K19P 1170

Reg. No. :

Name :

III Semester M.A. Degree (CBSS-Reg./Suppl./Imp.)
Examination, October - 2019
(2016 Syllabus), (2017 Admn Onwards)
Journalism And Mass Communication
MCJ 3C 12 : TELEVISION JOURNALISM

Time : 3 Hours

Max. Marks : 60

Answer Question I and **Four** others. All questions carry **equal** marks.
(5×12=60)

- I. Write short notes on any **Four** of the following.
 1. Stand Up.
 2. Prime time debates.
 3. BARC ratings.
 4. Curtain raiser.
 5. Scoops.
 6. ENG.
 - II. What are the various news formats used in television news reporting. Explain.
 - III. Briefly explain the major preparations and pre requirements for a television interview.
 - IV. Prepare a script for 10 minute T.V news analysis programme in split page format.
 - V. What are the pros and cons of sting operations? Explain.
 - VI. Compare editorial programmes of any two television channels of your choice.
 - VII. Explain the organisational structure of a television news room.
 - VIII. Mushrooming of news channels in kerala may lead to high competition and thereby reduce the quality of the profession. Critically examine the statement with examples.
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