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**PRESIDENCY
UNIVERSITY**

BENGALURU

School of Media Studies

Mid-Term Examinations - November 2024

Semester: I

Course Code: BAJ1011

Course Name: Fundamentals of Journalism

Program: BAJ&MC

Date: 04-11-2024

Time: 9:30am - 11:00am

Max Marks: 50

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

2Qx5M=10M

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|---|---|---------|----|-----|
| 1 | What is the primary purpose of journalism? | 2 Marks | L1 | C01 |
| 2 | Define "Citizen Journalism". | 2 Marks | L1 | C02 |
| 3 | Explain the term "objectivity" in journalism | 2 Marks | L2 | C01 |
| 4 | List down two challenges faced by journalists while reporting from ground zero. | 2 Marks | L1 | C02 |
| 5 | Define the role of media as a watchdog in the society. | 2 Marks | L1 | C02 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|-----|--|---------|----|-----|
| 6a. | List down the name of four mainstream journalists from the electronic media. | 2 Marks | L1 | C01 |
| 6 | 6b. Explain how verification ensures the reliability of information in the news. | 4 Marks | L2 | C01 |
| 6c. | Briefly explain how credibility impacts the public's trust in journalism? | 4 Marks | L2 | C01 |

OR

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|----------|------------|--|---------|----|-----|
| 7 | 7a. | List down two legal responsibilities of journalists towards the society. | 2 Marks | L1 | C02 |
| | 7b. | Briefly explain about the four essential components that uphold a democracy? | 4 Marks | L2 | C02 |
| | 7c. | Explain the key differences between traditional journalism and digital journalism. | 4 Marks | L2 | C02 |

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|----------|------------|---|---------|----|-----|
| 8 | 8a. | List down two primary functions of journalism. | 2 Marks | L1 | C01 |
| | 8b. | Explain the importance of Press as a tool in social service. | 4 Marks | L2 | C02 |
| | 8c. | Interpret the role of journalism in safeguarding freedom of speech. | 4 Marks | L3 | C02 |

OR

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|----------|------------|--|---------|----|-----|
| 9 | 9a. | Outline two responsibilities of journalists towards the society. | 2 Marks | L1 | C02 |
| | 9b. | 'Names make news'- In the light of the above statement explain news prominence. | 4 Marks | L2 | C02 |
| | 9c. | Illustrate the potential consequences when journalism fails to verify information? | 4 Marks | L3 | C01 |

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|-----------|-------------|--|---------|----|-----|
| 10 | 10a. | State the difference in between reporting and advocacy in journalism. | 2 Marks | L1 | C02 |
| | 10b. | Briefly summarize the scope of journalism in a democratic country. | 4 Marks | L2 | C02 |
| | 10c. | Reporters are the eyes and ears of a media organization. Illustrate your answer. | 4 Marks | L3 | C02 |

OR

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|-----------|-------------|---|---------|----|-----|
| 11 | 11a. | Define the concept of beat in journalism. | 2 Marks | L1 | C01 |
| | 11b. | 'If a dog bites a man, it is not news but if a man bites a dog, it is news'. Defend this statement with an explain. | 4 Marks | L2 | C01 |
| | 11c. | Analyze the impact of sensationalist journalism on public opinion and trust. | 4 Marks | L4 | C01 |

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|-----------|-------------|---|---------|----|-----|
| | 12a. | Describe the term "Fourth Estate" in journalism? | 2 Marks | L1 | C02 |
| 12 | 12b. | 'All news are events, but all events are not news'. Defend this statement with an explain | 4 Marks | L2 | C01 |
| | 12c. | Appraise the impact of "fake news" on public trust in journalism. | 4 Marks | L4 | C02 |

OR

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|-----------|-------------|--|---------|----|-----|
| | 13a. | List down two definitions of NEWS. | 2Marks | L1 | C01 |
| 13 | 13b. | Discuss the role and importance of media in setting up an agenda in the society. | 4Marks | L2 | C02 |
| | 13c. | Analyze the impact of truth and objectivity on the credibility of a news outlet. | 4 Marks | L4 | C01 |