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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOD | Program: Bachelor of Design / B.Sc. Data Science | |
| **Course Code:** BSM2028 | Course Name: Writing for Journalism | |
| **Semester**: VI | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **40** | **40** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. 10Q x 2M=20M** | | | | |
| **1.** | Define the nature of Journalism. | **2 Marks** | **L1** | **CO1** |
| **2.** | Name the essential functions of journalism. | **2 Marks** | **L1** | **CO1** |
| **3.** | List the traditional media. | **2 Marks** | **L1** | **CO1** |
| **4.** | Recite the definition of journalism. | **2 Marks** | **L1** | **CO1** |
| **5.** | Identify the scope of journalism in brief. | **2 Marks** | **L1** | **CO1** |
| **6.** | Name the person who started the Harijan newspaper. | **2 Marks** | **L2** | **CO2** |
| **7.** | Recognise the newspaper credited to James Augustus Hicky. | **2 Marks** | **L2** | **CO2** |
| **8.** | State the constitutional article that defines the freedom of speech. | **2 Marks** | **L2** | **CO2** |
| **9.** | Describe briefly the contribution of Fred Siebert. | **2 Marks** | **L2** | **CO2** |
| **10.** | Name the four major press theories. | **2 Marks** | **L2** | **CO2** |

**Part B**

**Answer the Questions. Total Marks 80M**

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| 11. | a. | Describe the different types of journalism prevalent in India. | 5 Marks | L1 | CO1 |
|  | **b.** | Explain the key principles of journalistic ethics that guide fair, accurate, and responsible reporting and media conduct. | **5 Marks** | **L2** | **CO1** |
| Or | | | | | |
| 12. | **a.** | Relate the way community journalism acts as a source of information for rural communities. | **5 Marks** | **L1** | **CO1** |
|  | **b.** | Summarise the role development communication plays in thrusting government policy implementation. | **5 Marks** | **L2** | **CO1** |

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| 13. | a. | Criticise the Authoritarian Theory of the press and explain how it is applied or reflected in the media system of North Korea. | 5 Marks | L4 | CO2 |
|  | **b.** | Recognise Raja Ram Mohan Roy's significant contributions to Indian society, especially his role in shaping the Indian press. | **5 Marks** | **L2** | **CO2** |
| Or | | | | | |
| 14. | **a.** | Examine the Libertarian Theory of the press, and analyse how it functions within the democratic media structure of the USA. | **5 Marks** | **L4** | **CO2** |
|  | **b.** | Explain in what manner the Indian press was vital in gaining international support for the Indian freedom struggle. | **5 Marks** | **L2** | **CO2** |

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| 15. | a. | Criticise the role of the state in regulating, and influencing media operations. | 5 Marks | L4 | CO3 |
|  | **b.** | Summarize the various types of reporting in journalism. | **5 Marks** | **L2** | **CO3** |
| Or | | | | | |
| 16. | **a.** | Illustrate the ways in which society benefits from the press through access to information. | **5 Marks** | **L4** | **CO3** |
|  | **b.** | Explain the manner in which investigative journalism benefits society. | **5 Marks** | **L2** | **CO3** |

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| 17. | a. | Distinguish between the functions of an editor and a news reporter by examining their responsibilities in content creation. | 5 Marks | L4 | CO3 |
|  | **b.** | Interpret the various aspects that fall under slander. | **5 Marks** | **L3** | **CO3** |
| Or | | | | | |
| 18. | **a.** | Distinguish between the nature of work of a journalistic photographer and a photojournalist. | **5 Marks** | **L4** | **CO3** |
|  | **b.** | Interpret the key elements and implications that constitute libel in media and communication. | **5 Marks** | **L3** | **CO3** |

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| 19. | a. | Explain contribution of the Indian press in promoting freedom of expression. | 10 Marks | L2 | CO2 |
|  | **b.** | Describe the role of James Augustus Hickey in the evolution of the Indian press. | **10 Marks** | **L2** | **CO2** |
| Or | | | | | |
| 20. | **a.** | Summarise the functioning of new media within the framework of Social Responsibility Theory. | **10 Marks** | **L2** | **CO2** |
|  | **b.** | Describe the contribution of Fred Siebert, Theodore Peterson, and Wilbur Schramm in constructing media theory. | **10 Marks** | **L2** | **CO2** |

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| 21. | a. | Interpret the role of online citizen journalism in supporting citizen activism in India. | 10 Marks | L3 | CO3 |
|  | **b.** | Criticise how misinformation spreads through digital media platforms and impacts public opinion, democracy, and social harmony. | **10 Marks** | **L4** | **CO3** |
| Or | | | | | |
| 22. | **a.** | Demonstrate the role of social media platforms in fostering political awareness, encouraging youth activism, and driving social change in contemporary India. | **10 Marks** | **L3** | **CO3** |
|  | **b.** | Analyse the ways in which disinformation and malinformation pose a complex threat to democratic processes, public trust, and informed decision-making in society. | **10 Marks** | **L4** | **CO3** |