

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - APR 2023**

Semester : Semester II - 2022

Course Code : BAJ1020

Course Name : Sem II - BAJ1020 - Reporting and Editing Techniques

Program : BAJ

Date : 13-APR-2023

Time : 9.30AM - 11.00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
 - (ii) Question paper consists of 3 parts.
 - (iii) Scientific and non-programmable calculator are permitted.
 - (iv) Do not write any information on the question paper other than Roll Number.
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PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Which is the news value prioritised around smallest matters of a film personalities?
a) Meaningfulness (CO1) [Knowledge]
b) Prominence
c) Proximity
d) Relevance
2. There are two types of news stories: hard and soft. Journalists differentiate on the basis of.
a) Hard news stories are always 2,000 words or more, and soft news stories never exceed 500 words. (CO1) [Knowledge]
b) Hard news is about complicated topics, which are difficult to understand, and soft news is about things that are written in simple language.
c) Hard news stories have long complicated sentences, and soft news stories have short, simple sentences.
d) Hard news is about serious topics and recent events and soft news refers to human interest stories.
3. The purpose to make the reluctant source/speaker is speak for this following reason:
a) Threaten the source with embarrassment if she of he fails to respond (CO1) [Knowledge]
b) Try to discover the reason for the source's anxiety and try to overcome it.
c) Insist on the public's right to know the interview whatever information the source has.
d) Trick the source into thinking the interview is about a completely innocuous topic.

4. Media plays the following roles covering a disaster EXCEPT for one of these. (CO1) [Knowledge]
- a) Attempt to find news related to the cause of the disaster or for failures in adequate response.
 - b) Identify heroes.
 - c) Problem- solve obstacles encountered in the delivery of relief.
 - d) Shape public sympathy by the amount of coverage
5. Proximity is one of the news element that suggests that a news organisation is likely to carry a story about a murder, if that crime (CO1) [Knowledge]
- a) Was unusually gruesome.
 - b) Was committed locally.
 - c) Involved a prominent person.
 - d) Occurred within the last 24 hours.
6. One of the following is NOT an advantage in recording an interview? (CO1) [Knowledge]
- a) Allows for smooth flow of communication
 - b) Easier to transcribe
 - c) Does not record personal observation of the interviewer
 - d) Minimises loss of information
7. One of the disadvantage of beat reporting is (CO2) [Knowledge]
- a) Many reporters, after spending several years covering a beat, will crave a change of scenery and new challenges.
 - b) Spending time on a beat enables the reporter to build up a good collection of sources that beat, so that they can get good stories and get them quickly.
 - c) Beats allow reporters to cover the subjects they are most passionate about
 - d) Covering a beat also allows the reporter to build up expertise on a topic.
8. Cliches are generally avoided by reporters for one of the following reason. (CO2) [Knowledge]
- a) Almost always shock or offend readers and viewers
 - b) Have been used so often they have lost their impact.
 - c) Generally, cannot be understood by readers and viewers.
 - d) Require too much originality, thought and time.
9. Usually the race or ethnicity of people involved in news stories are included... (CO2) [Knowledge]
- a) Only when it is clearly relevant to the story.
 - b) In all instances because it helps readers visualize the people
 - c) Whenever the person involved is a member of a minority group
 - d) Whenever the person asks that it be mentioned
10. _____ is a person usually an employee, who exposes information or activity within a private, public, or government organization that is deemed illegal, illicit, unsafe or a waste, fraud, or abuse of taxpayer funds. (CO2) [Knowledge]
- a) Reporter
 - b) Muckraker
 - c) whistle blower
 - d) Journalist

PART B

ANSWER ALL THE QUESTIONS

(4 X 5 = 20M)

11. Explain the five most important elements of a news story.
(CO1) [Comprehension]
12. Reporters are eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.
(CO1) [Comprehension]
13. What are the difference between news source and news beat? Give a brief note on beat reporter.
(CO2) [Comprehension]
14. Discuss the role of the media in creating environmental awareness and its success or failure as a watchdog with reference to at least two recent examples.
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 10 = 10M)

15. If democracy is measured by the quality of political and human rights reporting. Critically examine the limitations of appearing neutral in situations where for example human rights have been violated. Describe how objectivity is achieved in news reporting.
(CO1) [Application]

