PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024

Semester : Semester I - 2023
Course Code : BAJ1011
Course Name : Fundamentals of Journalism
Program : BA Journalism and Mass Communication

Date : 10-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

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.

PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. Trace the birth of 'Yellow Journalism'.

(CO1) [Knowledge]

2. Write about the contributions of 'Serampore Missionaries' to Indian journalism. Explain.

(CO2) [Knowledge]

3. Explain the weakness of 'Libertarian Theory'.

(CO4) [Knowledge]

4. Explain the history and growth of PTI

(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. What is the importance of 'News Values"? Explain atleast 5 news values.

(CO1) [Comprehension]

6. Explain the Journalistic relationship between James Silk Buckingam and Raja Ram Mohan Roy.

(CO2) [Comprehension]

7. Role of Press as a watch dog of democracy. Explain.

(CO2) [Comprehension]

8. Explain Media Development theory.

(CO4) [Comprehension]

9. Explain the history of 'Editors Guild of India'

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2X15M=30M

10. 'The rise of the penny press to be a key factor in the development of the modern newspaper'. Explain with agreement or disagreement.

(CO1) [Application]

11. "If Media's role is to become voice for voiceless, to develop public opinions - where each & every person has the right to speak, express & publish". This statement is suitable for Social responsibility theory, Do you think SRT is appropriate in the present context of the Indian soceity or which theory is more suitable in the present situation. Explain.

(CO4) [Application]