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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester I - 2023

Course Code : BAJ1011

Course Name : Sem I - BAJ1011 - Fundamentals of Journalism

Program : BAJ

Date : 30-OCT-2023

Time : 11:30AM - 1:00PM

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.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. "Fights on campus are not usually reported, but kids like to hear about them because of this news value". Identify and Explain this news value.
(CO1) [Knowledge]
2. In the context of 'Mass Media', What does 'mass' means?
(CO1) [Knowledge]
3. Journalism is a discipline of collecting, analysing, verifying and presenting news regarding current events, trends, issues and people. Based on these contributing factors, explain the functions of Journalism.
(CO1) [Knowledge]
4. Why Press is called Fourth-Estate?
(CO1) [Knowledge]
5. What are the different kinds of Journalism?
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain the Journalistic relationship between James Silk Buckingham and Raja Ram Mohan Roy.
(CO2) [Comprehension]
7. Explain Hickey's struggle as a journalist.
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. Imagine yourself in the pre-independence period and write as how you as a journalist would galvanize the freedom movement with the present day tools, technologies and techniques to get freedom to India. Elaborate.

(CO2) [Application]