

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

**SCHOOL OF DESIGN
END TERM EXAMINATION – MAY/JUNE 2024**

Semester : Semester VI
Course Code : BSM2028
Course Name : Writing for Journalism
Program : B.Sc.

Date : June 6, 2024
Time : 01.00pm to 04.00pm
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 ANY 10 QUESTIONS

10QX3M=30M

1. What are the two main types of communication?
(CO1,CO2) [Knowledge]
2. Analyze the concept of "media literacy" and its importance in empowering audiences to critically evaluate media content and navigate the information landscape.
(CO2,CO1) [Knowledge]
3. Name three barriers to effective communication.
(CO1,CO2,CO3) [Knowledge]
4. What does "ethical journalism" mean?
(CO2,CO1,CO3) [Knowledge]
5. What does the term "mass media" refer to?
(CO3,CO1,CO2) [Knowledge]
6. What is the significance of cultural sensitivity in communication?
(CO2,CO1,CO3) [Knowledge]
7. "Design Thinking is essential for effective communication in the digital age." Comment
(CO2,CO1,CO3) [Knowledge]
8. What is the significance of body language in non-verbal communication?
(CO2,CO1,CO3) [Knowledge]
9. What is the meaning of "conciseness" in writing?
(CO2,CO1,CO3) [Knowledge]
10. Briefly define empathy in communication.
(CO1,CO2) [Knowledge]
11. Define the term "investigative journalism."
(CO1,CO2,CO3) [Knowledge]

12. What is the importance of clarity in written communication?

(CO2,CO1) [Knowledge]

PART B

ANSWER ANY 3 QUESTIONS

3QX10M=30M

13. Analyze the impact of technological advancements, such as artificial intelligence and data analytics, on journalism practices. Discuss both the potential benefits and ethical concerns associated with these developments.

(CO3,CO2,CO1) [Comprehension]

14. Discuss the role of citizen journalism in crisis situations, such as natural disasters or conflicts, and its contributions to providing on-the-ground reporting and raising awareness.

(CO2,CO3,CO1) [Comprehension]

15. Evaluate the use of storytelling techniques in persuasive writing and their effectiveness in captivating audiences and conveying messages.

(CO1,CO3,CO2) [Comprehension]

16. Discuss the role of empathy in effective communication and its significance in building strong relationships.

(CO1,CO3,CO2) [Comprehension]

PART C

ANSWER ANY 2 QUESTIONS

2QX20=40M

17. Evaluate the effectiveness of digital communication tools (e.g., video conferencing, instant messaging) in fostering meaningful connections compared to face-to-face interactions.

(CO2,CO3) [Application]

18. Evaluate the effectiveness of media literacy programs in empowering audiences to critically analyze and interpret media content. Suggest strategies for promoting media literacy in educational settings and society

(CO2,CO3) [Application]

19. "The line between entertainment and journalism has become increasingly blurred in modern media." Critically examine this statement, considering the implications for journalistic integrity, audience engagement, and the role of media in informing the public.

(CO3,CO2) [Application]