

1

53446

Model Answer Set Sem III Set 3

Q.1 A

1. Print media- Means of Mass Communication in the form of printed publications such as newspapers and magazines. Broachers, flyers and other collateral pieces are sometimes referred as print collateral.
2. Headlines- Title of the news. It should be short, catch the attention of the readers.
3. Classified ads- Many advertisements in a newspaper are small, low in cost and generally consist of text only, although some may include the use of photographs. These are known as classified advertisements.
4. 5 Ws- the report should answer the five Ws- who, why, what, when and where.
5. News- North, East, West and South. It is information about current events.

(b) 1-a    2.a    3-b    4- a    5-c.

(c) 1- c    2- a    3- b    4- e    5- d

Q. 2 A. Students can explain on the violence raised in the society and how it was tried to solve.

Q. 2.B 1. Electronic media is broadcast or storage media that takes advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information.

2. Early Press Regulation: Censorship of Press Act, 1799- imposed war time 20 press restrictions by Lord Wellesley. Act disposed off in 1818.

3.) Several Social activists and freedom fighters tried to circulate their own newspapers, journals, weekly in their regional, national and English languages. Disseminated news to agitate people

Q. 3. A. 1. Press Trust of India (PTI)- established -27 August 1947.

2. United News of India (UNI)- established by Dr. B.C. Roy.

3. Press Council of India (PCI)- Statutory body. Consists 28 members.

4. Indian Federation of working Journalists (IFWJ) It has headquarter in New Delhi. Deals with the problems of working journalists.

5. Indian News Paper Society (INPS). It is organisation of newspapers.

Q. 3. B. 1. Ethics in journalism- It includes principles or ethics. It also includes good practices to address the specific challenges faced by professional journalists- Truth, Fair, courage, no damage.

2. Press syndication distributes news articles, columns, comic strips and other features to

02

newspapers, magazines and websites. They offer reprint rights and grant permissions to other parties for republishing content of which they own/represent copyrights.

Q.4. A. Qualities for good reporter- Curious, should take care of accuracy, quick to report, alert, hardworking, punctual, honest.

Q. 4. B. 1. Types of Reports- Straight story, Advocacy Report and Investigative report. A straight news lead should be a single paragraph consisting of a single sentence, should contain no more than 30 words, and should summarize, at minimum, the most newsworthy "what," "where" and "when" of the story.

Advocacy journalism is a genre of journalism that intentionally and transparently adopts a non-objective viewpoint, usually for some social or political purpose. Because it is intended to be factual, it is distinguished from propaganda. It is also distinct from instances of media bias and failures of objectivity in media outlets, since the bias is intended.

Investigative journalism is a form of journalism in which reporters deeply investigate a single topic of interest, such as serious crimes, political corruption, or corporate wrongdoing. An investigative journalist may spend months or years researching and preparing a report. Investigative journalism is a primary source of information. Most investigative journalism is conducted by newspapers, wire services, and freelance journalists. Practitioners sometimes use the terms "watchdog reporting" or "accountability reporting."

2. It should consist with Headline, Byline, Lead paragraph, explanation and additional information. It should answer the 5 Ws.

Q. 5. A. Clarity, accuracy objectivity, speed

Q. 5. B 1, 2, 3, Students can mention the functions of the departments.

4. The department of a newspaper or a broadcasting organization that is responsible for collecting news and preparing it for publication or broadcast.

5. Headline, Byline Lead paragraph, explanation and additional points.