

TY- BMM sem-5

13/11/18

2 1/2 hours

Marks: 75

- Note: (1) Question No.1 is compulsory.
 (2) All questions carry equal marks
 (3) Support your answer with suitable examples**

Q1. Read the report carefully and rearrange the facts as per inverted pyramid style. Also give a suitable headline

One of the most common causes of the fires has been defective electric circuits; 32,516 fires were caused due to this. The RTI reply also points that property damage due to fires was approximately Rs 89 crore in 10 years. Fire officials said that the value of property damage is calculated on an approximate basis.

In the past four months, two major blazes were reported at two prominent high-rises- Beaumonde in Prabhadevi and Crystal Towers in Parel. At Crystal, four persons died. The cause of both these blazes was electrical short-circuit.

Shakeel Ahmed, the founder of the NGO, who had filed the RTI query, said that with fires in the city increasing by the day, he wanted to know the data over the past decade.

In the last 10 years, fires in the city have claimed 614 lives, including those of five fire personnel, shows data obtained through a Right to Information (RTI) query. Also widespread are fires at high-rise residential and commercial buildings in the city with 1,568 incidents being reported in the past decade. Four officers died in a massive blaze at GokulNiwas in Kalbadevi in 2015.

"Fires have increased at high-rises over the past many months therefore its imperative that steps are taken to curtail the same. Last year, Mumbai witnessed a major blaze at Kamala Mills, which killed 14 people," Ahmed said.

Chief fire officer PS Rahangdale said the data includes major as well as minor fires. "Besides anything above seven storeys is considered to be high-rise. Mumbai has lakhs of high -rises by that logic and we are taking steps to ensure that blazes can be avoided," Rahangdale said

According to data obtained by NGO Adhikar Foundation through an RTI query, the total number of fire calls received by the Mumbai Fire Brigade since 2008 have been 48,434, of which 18% (8,737) have been in residential premises, while 3,833 in commercial structures.

Q2A. Discuss how the principles of accuracy and objectivity are sometimes compromised in today's age of 24 X 7 breaking news, with examples 8

Q2B. "Civic beat is an important beat in a developing society like India." Explain 7

OR

Q2C. Differentiate the coverage of a Press Conference and a Public Meeting with the help of an example. 8

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- Q2D. Environment beat has assumed more importance in today's time". Justify. 7
- Q3A. Compare and contrast Investigative Journalism and Yellow Journalism with the help of examples. Briefly state the dos and donts in Investigative Reporting. 15

OR

- Q3B. Social Media has become a new source from which reporters gather news. Explain the statement with the help of examples and discuss the pros and cons for the same. 15
- Q4A. Discuss the media coverage of Anna Hazare's Anti-corruption Movement 8
- Q4B. Discuss the significance of Citizen Journalism in today's time with the help of examples 7

OR

- Q4C. State the ethical aspects that a journalist has to keep in mind while reporting. 8
- Q4D. Discuss 2G Scam with special mention of the media coverage of the same 7
- Q5. Write Short Notes (Any Three) 15
- A. Tehelka- West End Deal Sting
 - B. Nira Radia Case
 - C. Confidentiality of Sources
 - D. Right to Information (RTI) Act as a tool for reporters
 - E. Maharashtra Irrigation scam

14/11/18

s:75)

(2½ Hours)

(Total Marks - 75)

N.B. : 1) All questions are compulsory.

Q.1 Rewrite the following passage keeping the format of inverted pyramid in mind. Correct punctuation, spelling, Grammatical and factual errors. Give suitable Headlines and suggest a visual one for broadsheet and one for Tabloid.

Dinner at a reception party in Bandra (East) turned into a mass food poisoning scare after 23 people started complaining in vomiting and nausea and had to be rushed to the nearest civic hospital late on Sunday.

At least 11 of the guests, including three children, would admitted to the civic-run V.N. Desai Hospital.

Doctors said almost all patients complained of similar symptoms which were uneasiness, vomiting and diarrhea. The patients were mainly admitted for observation. Among children some were as young as 8 months and one year.

Medical superintendent of the hospital said that as of Monday morning three children and eight women continued to be hospitalised. "All are stable. We are in the process of discharge then," she said.

A case has been registered at the Kherwadi police station. It's unclear if the bride and groom too was affected. The event was taking place at Samaj Mandir Hall, opposite MIG club in Bandra. The hospital said that around 8-10 people were treated on OPD basis and will be sent home.

Relatives of the affected people gathered in the hospital late night to get some news. There are talks in the city about the incident and people praying for the speedy recovery of the patients.

Q.2 (a) Explain the structure of the editorial department in a daily newspaper. What are the responsibilities of the News Editor 15

OR

Q.2 (c) Write a Short Note on Stylebook 8

(d) Why are pictures important to tell a news story? Explain what is a good picture for a journalist 7

Q.3 a) Explain the principles of page layout 8

b) How is writing news different from writing editorials? Explain with examples. 7

OR

c) Headlines sell a story. Do you agree with this statement? Describe at least five types of headlines 15

Q.4 Read the following leads and with the help of a diagram indicate the placement of any 5 on the front page of a broadsheet. Give justification for your placement. Also suggest a headline for each selected news item.

1. HOCKEY-AWARD:: Woman Hockey player Lilima Minz, who hails from Odisha, yesterday honoured with the prestigious Ekalabya Puraskar, 2018. The annual award, comprising a cash prize of 5 lakh rupees along with a citation, was presented by former cricketer Dilip Vengsarkar at the Ekalabya Award function in Bhubaneswar.

SRI LANKA-POLITICS:: Sri Lankan President Maithripala Sirisena has issued a gazette for convening Parliament on the 14th of this month, two days before schedule. The President

had, earlier, prorogued Parliament till 16th November after swearing in Mahinda Rajapaksa as the new Prime Minister.

2. **CHHATTISGARH** :: Today is the last day for withdrawal of nominations for the second and final phase of Chhattisgarh Assembly elections. 72 of the total 90 constituencies will go to polls in this phase on the 29th of this month.. Top leaders of various parties addressed rallies at various places to garner support for their candidates.

3. **ASSAM**- :: Assam PWD Minister Himanta Biswa Sarma has said that road projects worth 22,000 crore rupees are being implemented across the state during the current fiscal. Addressing a press conference in Guwahati, Mr Sarma said the state government has begun repairing some of the National Highways. there has been inordinate delays in sanctioning such work by the Centre. He said the existing state projects are related to construction of bridges, repair of roads in tea gardens and for building new ones at various places.

4. **J&K-DARBAR**:: In Jammu and Kashmir, owing to the bi-annual Darbar Move, the Civil Secretariat, seat of the state government, is re-opening in Jammu today after a 10-day break. All necessary security and other arrangements have been put in place. Security agencies have worked out a strategy to deal with any kind of law and order situation and maintain peace in the city.

5. **T20-CRICKET**:: In Cricket, India defeated the West Indies by five wickets in the first Twenty-20 International at the Eden Gardens in Kolkata last night to take a 1-0 lead in the 3-match series. The Men in Blue first restricted the Windies to 109 for 8 in the allotted 20 overs. Later, after losing the top order early, the hosts chased down the target with 13 balls to spare.

6. **SABARIMALA**:: In Kerala, as the Lord Ayyappa temple in Sabarimala opens for a special puja today, a thick security cover has been put in place in the temple town. Over 2,300 police personnel, including a 20-member commando team and 100 women, have been deployed to ensure smooth conduct of the puja and security of the devotees.

7. **BIHAR POLICE DISMISSAL**:: Bihar government has dismissed 175 trainee police officials , suspended 23 police men and transferred 93. The stern action has been taken after junior policemen attacked seniors following death of a lady constable on November 2. Over three hundred policemen including a large number of women cops went on rampage in and outside Patna police lines damaging police vehicles and attacking officers in which commandant was injured. They also ransacked offices and quarters.

Q.5. Write short notes (any three)

1. Typeface
2. Difference Between tabloid and broadsheet
3. Editor in Chief
4. Press Release
5. Sub editor

15

Programme code → 4000145

15/11/18

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Attempt all questions.

Q.1 Based on the challenges, confusions and stress that media students face, prepare a feature for a Mumbai based magazine. Give the feature a headline (at least 500 words) 15

Q.2 Write an interview in the question-answer format with any one of the following 15

- a) M.J. Akbar
- b) Mukesh Ambani
- c) Priyanka Chopra
- d) Rahul Gandhi

Q.3 Why is the Editorial Page considered the soul of the newspaper? Review the content and format of this page. 15

OR

Q.3 a) Write a column highlighting the latest lifestyle trends popular among students. Give the column a headline (350 words) 8

b) What is a human-interest story? Describe any such story you read recently. 7

Q.4 Explain the relevance of columns in newspapers and magazines. Critically review the factors that have made agony aunt columns popular. 15

OR

a) Explain the different types of feature leads. 8

b) Write a snippet drawn from the entertainment industry. Give it a headline. 7

Q.5 Write short notes on any three 15

- a) Obituaries
- b) Book Review
- c) Soft news
- d) Seasonal features
- f) P.Sainath

Programme code → 4000145

16/11/18

Time: 2 Hours / 2 ½ Hours

Max Marks: 60 / 75

Note:

1. Please check that you are attempting the correct version of your paper
2. Students attempting the 75 marks paper will have 2 ½ hours and are required to attempt ALL questions.
3. Students attempting the 60 marks paper will have 2 hours. For them, question no 1 is compulsory and they have to attempt any three questions from the remaining.
4. Marks are mentioned on the right side of each question.

Q1. (A) Discuss the views of Noam Chomsky in public opinion formation. (15)

OR

(B) What was the contribution of Paul Lazarsfeld in mass media research? (15)

Q2. (A) Discuss the methods used to measure public opinion & comment on their reliability. (15)

OR

(B) Compare the agenda setting theory with the uses and gratifications model. (08)

(C) How does news selection influence public opinion? (07)

Q3. (A) Critically examine the coverage of Indian elections by media. (15)

OR

(B) Examine how the coverage of the Vietnam War by the US media affected the war. (08)

(C) Discuss the Gaza Conflict from a media perspective. (07)

Q4. (A) What do you understand by State Terrorism? How does media report such issues and with what effects? (15)

OR

(B) How does media exploit our obsession with celebrity trivia? (08)

(C) Explain the CNN Effect and its connection to government policies. (07)

Q5. Write short notes on any three: (15)

1. Media's coverage of Communal Riots
2. Indo-US Nuclear Treaty
3. Embedded Journalism
4. Secessionism
5. Portrayal of women in Indian cinema

TY-BMM Sem-5 (Regular Nov 2018)

19/11/18

(2½ Hours)

[Total Marks: 75]

Note- a- All Questions are compulsory.
b- Internal choices are provided.

1) A) Regional language newspapers have acquired greater readership and influence than English news papers in the last twenty years. Comment. 15

OR

B) Analyze the difference between any one English daily and any one regional language daily based on parameters like style of reporting, selection of stories and impact on readers. 15

2) a-1- Examine the evolution of Hindi press post independence and discuss how it influenced national politics over the last two decades. 8

b-1 Discuss the role of Malayalam newspapers in making Kerala a progressive and developed state. 7

OR

2) a-2- Examine the role played by Bengali newspapers in bringing about national consciousness to spark the freedom struggle. 8

b-2- Write a note on Anand Bazar Patrika as prominent Bengali newspaper today. 7

3) a-1 Examine the contribution of Kesari as a periodical and Lokmanya Tilak as an editor in India's freedom struggle. 8

b-1- Trace the contribution of Marathi press to the Samyukta Maharashtra movement. 7

OR

3) a-2- Discuss the reasons for the decline of Urdu journalism in India. 8

b-2- Write a note on Eenadu and its role in development of Telugu journalism. 7

TURN OVER

4) A) Discuss and debate whether regional journalism contributes to national integration or promotes regional tendencies by giving relevant examples. 15

OR

B) 'Regional Newspapers have contributed immensely to social reforms and change in India'. Explain the statement with reference to newspapers in Bengal, Maharashtra and Tamilnadu. 15

5) Write short notes on any three of the following- 15

- a) S. Sadanand.
- b) Mathrubhumi
- c) Dainik Jagran
- d) Lokmat
- e) Regional Television Channels.

TURN OVER