



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2024-2025

Programme – B.A.(Eng)-Hons-2023/B.A.(Eng)-Hons-2024

Course Name – News Anchoring and Broadcasting

Course Code - BEN20001

(Semester II)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify NOT to do while conducting interviews as a journalist.
 - a) Decide on the interview format
 - b) Avoid listening and ask irrelevant questions
 - c) Focus the conversation on your source
 - d) Conclude your interview on time
- (ii) Explain how diction affects the clarity of speech in news anchoring.
 - a) Clear diction reduces miscommunication
 - b) Diction has no effect on clarity
 - c) Diction only affects tone, not clarity
 - d) Diction only matters in scripted speeches
- (iii) Choose the aspect of nonverbal communication that helps a news anchor maintain audience focus.
 - a) Eye contact
 - b) Volume control
 - c) Body language
 - d) Pronunciation
- (iv) Identify the vocal feature most related to the emotional engagement of the audience.
 - a) Volume
 - b) Pitch
 - c) Diction
 - d) Tone
- (v) Organize the following tips in the best order to effectively manage camera shyness.
 - a) Positive mindset, practice in front of the camera, exposure to audiences
 - b) Practice in front of the camera, positive mindset, exposure to audiences
 - c) Exposure to audiences, practice in front of the camera, positive mindset
 - d) Exposure to audiences, positive mindset, practice in front of the camera
- (vi) Infer the key ethical challenge in using social media for news reporting.
 - a) Verifying information before sharing
 - b) Posting news without fact-checking
 - c) Avoiding engagement with the audience
 - d) Always sharing unverified sources

- (vii) Interpret the importance of fairness in news anchoring.
- a) Fairness is optional in journalism
 - b) It only applies to political news
 - c) It ensures balanced and unbiased reporting
 - d) News anchors should present only one side
- (viii) Demonstrate an effective way to prepare for a television interview.
- a) Conduct thorough research on the interviewee and prepare relevant questions.
 - b) Rely only on general knowledge without preparation.
 - c) Ask completely unrelated questions for engagement.
 - d) Avoid researching to keep the interview spontaneous.
- (ix) Model the correct way to handle on-air mistakes.
- a) Acknowledge, correct smoothly, and continue confidently.
 - b) Panic and stop the broadcast.
 - c) Ignore and pretend it didn't happen.
 - d) Over-apologize repeatedly.
- (x) Organize a radio script effectively.
- a) Use clear sections, time markers, and engaging content.
 - b) Write in long, unstructured paragraphs.
 - c) Ignore transitions between segments.
 - d) Skip planning and improvise.
- (xi) Select the best method for handling a controversial news story.
- a) Report with neutrality, verification, and responsible storytelling.
 - b) Present personal opinions.
 - c) Use clickbait headlines.
 - d) Report without fact-checking.
- (xii) Apply the best approach for structuring a news package.
- a) Begin with a strong lead, provide context, and end with a conclusion.
 - b) Present facts without a structured format.
 - c) Use only a single viewpoint.
 - d) Skip the introduction and jump into details.
- (xiii) Choose the best way to prepare for an investigative interview.
- a) Research thoroughly, verify facts, and anticipate responses.
 - b) Avoid preparing questions.
 - c) Use only yes/no questions.
 - d) Rely entirely on improvisation.
- (xiv) Construct a strategy for effective live reporting.
- a) Stay composed, provide updates, and adapt to unfolding events.
 - b) Speak without verifying information.
 - c) Avoid engaging with the audience.
 - d) Ignore the scene around you.
- (xv) Develop a professional on-air personality for television.
- a) Maintain confidence, authenticity, and engagement.
 - b) Appear nervous and unprepared.
 - c) Speak in a dull tone.
 - d) Avoid audience interaction.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Illustrate the difference between verbal and nonverbal communication with examples. (3)
3. Illustrate the importance of social media and its impact on broadcast journalism. (3)
4. What do you understand by reporting impartially? Illustrate. (3)
5. Illustrate the importance of avoiding conflicts of interest in news reporting and broadcasting. (3)
6. Discuss the role of eye contact in maintaining audience engagement during news anchoring. (3)

OR

Elaborate on the challenges news anchors face when managing vocal tone in different types of news reports. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Contrast the effects of poor pronunciation and diction with clear and precise speech in broadcast journalism. (5)
8. Select the importance of TRP in details? (5)
9. Illustrate how ethical considerations influence news reporting and anchoring in real-world scenarios. (5)
10. Identify the types of interview in broadcast journalism? (5)
11. Examine the role of P2C (Piece to Camera) in television reporting and its impact on audience engagement. (5)
12. Assume you are producing a news segment for television. What are the key elements you must focus on to ensure an engaging and professional presentation? (5)

OR

Classify the key elements of content creation and scriptwriting for radio and television. (5)
