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Barasat, Kolkata -700125

## BRAINWARE UNIVERSITY

Term End Examination 2022  
Programme – M.Sc.(MSJ)-2022  
Course Name – Advanced Reporting  
Course Code - MMSJPE101A  
( Semester I )

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) Differentiate the journalists who are doing reporting for civic commitments and citizen participation from the others by the suitable term from the following:
- |                           |                      |
|---------------------------|----------------------|
| a) Advocacy Journalism    | b) Public Journalism |
| c) Alternative Journalism | d) Counter Media     |
- (ii) Prioritize the best option for Telephone interview.
- |                                                                    |                                                                            |
|--------------------------------------------------------------------|----------------------------------------------------------------------------|
| a) talking to a person who is the target of an investigative story | b) conducting a long interview on a complicated topic                      |
| c) getting a few pieces of information quickly from a source       | d) getting information from the subject of an in-depth personality profile |
- (iii) Recognize the basic difference between Newspaper and Radio.
- |                                                                  |                                                                  |
|------------------------------------------------------------------|------------------------------------------------------------------|
| a) a reader reads the newspaper while she has to listen to radio | b) a reader reads the radio while she has to listen to newspaper |
| c) a reader reads the newspaper while she has to see radio       | d) There no difference between the two media                     |
- (iv) Retell the notion of the four letters of 'NEWS'
- |                             |                          |
|-----------------------------|--------------------------|
| a) Any new information      | b) North South East West |
| c) Nature Energy Work Sense | d) None of the above     |
- (v) Assess: Which of the following is NOT one of the reasons reporters should perform background research before they interview a source?
- |                                                                                               |                                                                                              |
|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| a) They will not embarrass themselves by appearing to the source to be ignorant of the topic. | b) Sometimes they can write the story without having to waste time on an interview           |
| c) They are more likely to have documented all relevant facts                                 | d) They will not waste time by asking about issues that have already been widely publicized. |

- (vi) Produce a suggestion: At the prewriting stage, the reporters should-
- a) identify a central point and have a good kicker in mind
  - b) identify a central point and prepare a brief outline.
  - c) prepare a brief outline and select the quotations to use
  - d) have the story completely drafted in their head
- (vii) Predict the latest time when a news story could be accepted.
- a) Dateline
  - b) Deadline
  - c) Press Time
  - d) Print Time
- (viii) Anticipate the tendency- Including in news stories descriptions of the appearance and dress of women but not doing so for men.
- a) Sexism
  - b) Good judgement
  - c) carelessness
  - d) Paying attention to detailing
- (ix) Distinguish the Leader Writer by choosing the type of story she/he writes.
- a) Main Story
  - b) Middle Article
  - c) Editorial
  - d) Edit Page Article
- (x) Rewrite the name of the institution which does the title registration of a newspaper.
- a) RNI
  - b) DAVP
  - c) PIB
  - d) IPRD
- (xi) Journalists recognize two types of news stories: hard and soft. In this regard adapt with the correct option from the below
- a) "hard news" is about complicated topics, which are difficult to understand, and "soft news" is about things that are written in simple language
  - b) "hard news" stories have long, complicated sentences, and "soft news" stories have short, simple sentences
  - c) "hard news" is about serious topics and recent events, and "soft news" refers to human interest stories
  - d) "hard news" stories are always 2,000 words or more, and "soft news" stories never exceed 500 words
- (xii) Convert with the other name: Feature Story
- a) Color Story
  - b) Entertainer
  - c) Brightner
  - d) Lightner
- (xiii) Discover the other terminology for Banner headline.
- a) Kicker
  - b) Line
  - c) Cross Line
  - d) Hammer Head
- (xiv) Record the correct fact: The Mandatory deadline for the release of a story is called -
- a) Hold
  - b) Scoop
  - c) Release
  - d) Embargo
- (xv) Devise from the following: the issues with journalism in India
- a) Decay in journalistic ethics
  - b) Reporter's bias in the report writing
  - c) Misuse of freedom of expression
  - d) All of the above

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. How would you deal with Fake sources of Information while reporting online? Produce some prescriptions. (3)
3. What is the role of perspective in the manufacturing of News?- relate with examples. (3)
4. Establish the importance of secondary sources in improvising a news report. (3)
5. Organize your thoughts to explain the probable challenges in Sport Reporting. (3)
6. Compose a life-style report for preventing breathing trouble during winter. (3)

**OR**

Justify the role of a War-Reporter as the most courageous journalist. (3)

**Group-C**  
(Long Answer Type Questions)

7. What are the procedures for writing a news report? Is collection of news determined by this procedure?- Reproduce your thoughts. (5)
8. Do you think news sources make news? Discuss with examples the importance of news sources in making news. (5)
9. Observe the principles of news writing and its relevance to responsible journalism. Illustrate with examples. (5)
10. Reporters are the eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter. (5)
11. What is the difference between In-depth news story and feature stories? Discuss the difference with reference to the principles of feature writing. Illustrate with examples. (5)
12. Order the steps to manufacturing a News and explain each step. (5)

**OR**

Criticize the role of Business interest in the election coverage by Indian Media. Assess the 2019 General Election of India in this context. (5)

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