PG Even Semester Examination, September, 2023

JOURNALISM MASS COMMUNICATION

(4th Semester)

Course No: MC-404(A)
(Advanced Print & Data Journalism)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) Do you think 'democracy' ensures a strong press or a strong press ensures democracy?

   (b) Is 'journalism' 'essential' for 'democracy'? Why? 7+7=14

Or

2. (a) "Journalism for all its occasional lofty pretentions, sits ackwardly in a discussion about stewards of democracy."— Explain.

   (b) Mention at least two new initiatives that have been taken up to counter the crisis of contemporary journalism. 10+4=14

UNIT-II

3. (a) What are the challenges of beat reporting for a starter?

   (b) How to plan your beat coverage and reporting? 2+12

Or

4. Discuss the suggestions of Jonathan Dube on writing news for online newspapers. 14

UNIT-III

5. (a) Why designing a page has become fundamentally important in contemporary newspaper making?

   (b) Briefly discuss the 'inter-disciplinary nature of design as a process of a product's (newspaper's) visual creation'. 6+6=14

Or

6. 'Journalism offers similarities and differences accross national boundaries, not only regarding news making but also in financing and distribution models'— Discuss whether the visual codes and conventions used in native advertisements are similar or varying in different countries and types of media. 14

UNIT-IV

7. (a) What is 'data journalism'?

   (b) How does BBC treat data journalism? 5+9=14

Or

8. (a) What is data? What are the five important types of data?

   (b) Briefly explain how information can be created from data, and how knowledge can be created in that process.

   (c) What is (i) data cleaning, (ii) data exploring, (iii) data extracting? 6+2+6=14

UNIT-V

9. (a) Write a note on different contemporary data sources of the State and Central government of India.

   (b) Write a note on the online data availability for ECI. 8+6=14

Or

10. Critically discuss the data of (i) Economic Census and (ii) Human Development Reports of India. 6+8=14

****