

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

B.Sc. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - II

20UVSCT2002 - Understanding the Communication Media

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain in detail about the history of Penny press.
2. Discuss the significance of the Role of News as Entertainment.
3. What is Defamation? Do you think defamation act affects freedom of Press in India?
4. Describe the Fundamental qualities of a Television Journalist and explain the roles of News editor in Television.
5. Elaborate the elements of News Gathering Process in detail.
6. What is News on-line? List out the qualities of a Online Journalist.
7. What do you Understand by Community Radio? Explain its roles and responsibilities.
8. Write short notes on the following:
 - a) Embargo b) Credit line c) Gonzo Journalism
 - d) Alternative Journalism e) Brevity

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Write a Note on Evolution and Growth of Media in detail.
10. What is the main objective of PrasarBharathi and how was PrasarBharati formed?
11. What do you understand by Yellow Journalism? List out the types of Yellow journalism.
12. Distinguish between Chadha committee and Joshi committee and elaborate the main recommendations of it.
13. Justify the Statement "why is freedom of speech and expression important in India".
