

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.

M.A.(Jour) END SEMESTER EXAMINATIONS APRIL - 2023

SEMESTER - II

20PJCCT2005 - Community Journalism

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. What is community journalism?
2. What is media ownership?
3. Define the characteristics of community media.
4. Explain how to gather news and identify sources of news.
5. What do you mean by news values? Does news values play an important role in community?
6. What are the six C's of successful community engagement?
7. What is mass media?
8. What is self-mobilization?

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Explain how the principles of news writing relate to responsible journalism and provide examples to support your argument.
10. Elaborate on the responsibilities and duties of a mayor in local governance.
11. List out any five ethics to be followed by community journalist.
12. Discuss how community radio be helpful in promoting local culture and traditions with suitable examples.

II - Compulsory question ($1 \times 10 = 10$ Marks)

13. Write a news article concerning a local issue in your area.
