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MJF-105

**M. A. in Journalism and
Mass Communication (MAJMC)
Term-End Examination
December, 2018**

MJF-105 : FOUNDATIONS OF JOURNALISM

Time : 1½ Hours

Maximum Marks : 30

Note : Attempt any *three* questions. All questions carry equal marks.

1. What is the importance of Citizen Journalism ? Explain with reference to latest case studies.
2. "Online media is convergence of print, radio, TV and more." Elaborate this statement citing the features of Online Media.
3. What is the importance of Research for journalistic writing ? Enumerate the steps of journalistic research.
4. Specify the difference between Publicity, Propaganda, Advertising and Public Relations, with suitable examples.

(A-3) P. T. O.

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5. What do you understand by Health Reporting ?
What precautions and criterion must one follow while reporting medical and health issues ?

6. It is said that 93% of OOH Communication is non-verbal. Discuss the components of non-verbal communication and its importance.