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MJF-302

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

**MJF-302 : ADVANCED RESEARCH METHODS
FOR JOURNALISTS**

Time : 3 Hours

Maximum Marks : 60

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

1. For a journalist of print media, how important is it to check the validity of a source, as there is no face to it like in Television ? What tools can he/she use for source verification ? 12
2. When interviewing a political personality, what kind of background research does a television journalist need to conduct ? 12
3. For a travel based show on a radio channel, how does the anchor prepare ? If he/she has not ever visited the place being discussed, what are the sources of information for the anchor ? 12

(A-1) P. T. O.

4. These days online news portals are gaining popularity. Their news needs to be latest every minute. What are the sources and techniques available to an online journalist to ensure topicality of news? 12
5. 'A film review is a combination of subjectivity and objectivity.' Do you agree? Support your argument, while highlighting the preparations that a previewer needs to make. 12
6. To gauge public opinion, which research tools can a journalist make use of? Give examples. 12