

**M.A. (JOURNALISM AND MASS
COMMUNICATION) (MAJMC)**

Term-End Examination

December, 2022

MJM-026 : PRINT MEDIA

Time : 3 hours

Maximum Marks : 100

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

1. “Media persons reporting Parliament have to be accurate, objective and balanced.” Substantiate this statement with detailed explanations and examples from India.
2. Describe the media process by which it facilitates and creates environmental discourses through climate communication. Cite suitable examples.
3. Enumerate the relationship between media and conflict. Give suitable case studies from India.
4. Compare and contrast economic journalism with financial reporting. What are the essential qualities of a financial reporter ?

5. What is developmental reporting ? Explain two major developmental areas from the Indian context.
6. Explain the Galtung and Ruge framework of news values. Enumerate the suitability and applicability of this news value framework for reporting governance. Cite suitable Indian examples.
7. What is a news backgrounder ? Explain the characteristics and purposes of backgrounder news reports. Cite suitable Indian examples.
8. Describe the challenges and opportunities of Mobile Journalism in India. Enumerate the recent entrepreneurial efforts in the Indian context.
9. Explain the adoption and adaption of digital technology by Indian journalism institutions. Give relevant examples.
10. Enumerate the economic models of major digital media ventures. Trace the recent trends in this field, with suitable examples.

