

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM**

**FIRST SEMESTER – APRIL 2022**

**16/17/18UDJ1MC01 – UNDERSTANDING JOURNALISM**

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION – A**

**Answer ALL the Questions**

**(10 x 2 = 20 Marks)**

1. Define Journalism.
2. What are the 4 pillars of Indian democracy?
3. Define mass media.
4. Mention some of the new media platforms available today.
5. Who is called the Father of Indian Journalism?
6. Describe PTI.
7. Enlist the normative theories.
8. Describe Globalization.
9. Write a short note on 'Hicky's Gazette'.
10. What is proximity?

**SECTION – B**

**Answer any FIVE of the following in 150 words**

**(5 x 8 = 40 Marks)**

11. Write about the Press Council of India.
12. Define development communication theory and explain how it is important for India, today.
13. 'Dissemination of news.' Explain this term.
14. Describe the different news values of journalism?
15. What are the different purposes of journalism?
16. 'Journalism is the timely reporting of events.' Comment on it.
17. Explain 'social responsibility theory' of media.

**SECTION – C**

**Answer any TWO of the following in 250 words**

**(2 x 20 = 40 Marks)**

18. Explain the changes brought out by the web in the journalism domain of India in detail.
19. 'Journalism in India is to safeguard Democracy.' Comment on it.
20. What are ethics you prioritize to be followed by Indian journalists? Explain.

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