



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2022

UDJ 1501 – UNDERSTANDING JOURNALISM

Date: 24-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer ALL the Questions

1. Match the following (5 x 1 = 5)

a)	a) James August Hickey	i) The Tribune	K1	CO1
b)	b) James Silk Buckingham	ii) The Hindu		
c)	c) Raja Ram Mohan Roy	iii) Calcutta Chronicle		
d)	d) G Subramaniam Aiyyer	iv) The Brahmanical Magazine		
e)	e) Sardar Dayal Singh	v) Bengal Gazette		

2. Fill in the blanks (5 x 1 = 5)

a)	Journalism refers to the collection, preparation, and ----- of news.	K1	CO1
b)	Father of Indian language journalism is -----	K1	CO1
c)	----- propounded development media theory.	K1	CO1
d)	Two types of defamation are ----- and -----	K1	CO1
e)	Development is process of improving the quality of -----.	K1	CO1

3. True or False (5 x 1 = 5)

a)	Journalism is not just fact-finding, media analysis.	K2	CO1
b)	Hicky was jailed for openly criticizing the policies of the government and the East India Company.	K2	CO1
c)	Authoritarian media theory is applied in Lybia and North korea.	K2	CO1
d)	Journalistic ethics are like guidelines to make journalists execute their work responsibly.	K2	CO1
e)	The New Statesman is a political and cultural magazine published in China.	K2	CO1

4. Definitions (5 x 1 = 5)

a)	Retell Bond F. Fraser's definition on journalism	K2	CO1
b)	Byline	K2	CO1
c)	Democratic Participant Theory	K2	CO1
d)	RNI	K2	CO1
e)	Sustainable Development	K2	CO1

SECTION B

Answer any TWO of the following in 100 words (2 x 10 = 20)

5.	Illustrate how journalism serves for the purpose of Promoting multi perspectival approach.	K3	CO2
6.	Sketch out the contributions of Indian language press for National movement and its applications to today's India.	K3	CO2
7.	Discover which of the Media theory well suits our Indian scenario.	K3	CO2
8.	Illustrate the Standard Ethical Principles for Journalists.	K3	CO2

SECTION C

Answer any TWO of the following in 100 words (2 x 10 = 20)

9.	Analyze that Journalism's first obligation is to the truth.	K4	CO3
10.	Connect the censorship brought out after Emergency with recent restrictions on Indian Journalism.	K4	CO3
11.	Compare 'Soviet Union Media theory' and 'Social Responsibility theory'.	K4	CO3
12.	Explain the Press Council of India and its responsibility towards responsible journalism in India.	K4	CO3

SECTION D

Answer any ONE of the following in 250 words (1 x 20 = 20)

13.	Reframe the basic elements of journalism.	K5	CO4
14.	Evaluate critically the coverage of development issues in Indian media.	K5	CO4

SECTION E

Answer any ONE of the following in 250 words (1 x 20 = 20)

15.	Write your view on Development media theory and design a plan for covering news stories on developmental issues in India.	K6	CO5
16.	Generalize your viewpoints on Journalism in India today and construct a plan for national development.	K6	CO5

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