

(6 pages)

APRIL 2022

71224/BRE6B

Time : Three hours

Maximum : 75 marks

PART A — (20 × 1 = 20 marks)

Answer ALL questions.

Choose the best answer :

1. Press and Publication ordinance?

- (a) Was presented by Muhammad Khan Junejo
- (b) Was implemented in 1963 during the Field Marshal Muhammad Ayub Khan's Government
- (c) Was introduced by Liaquat Ali Khan
- (d) None of these

2. News is the description of the event by a book writer:

- (a) TRUE (b) FALSE (c) PARTIALLY TRUE
- (d) PARTIALLY FALSE

3. Any message given by other than the literal interpretation of words is called:

- (a) Audio Communication (b) Visual Communication
- (c) Verbal Communication
- (d) none

4. A person (or group) who has control over what information is disseminated to the audience is known as:

- (a) Newscaster (b) Reporter (c) Regulator
- (d) Gatekeeper

m BA → Journalism

5. The news of important public events appearing in the front sections of a newspaper, are called:  
(a) Soft-news (b) Hard-news (c) Feature News  
(d) Investigative news

6. The major function of Television is to provide:

- (a) Information (b) Education (c) Entertainment
- (d) All the three

7. What is 'Lithography'?

- (a) A system of local bodies (b) Circulation of newspapers (c) A method of printing (d) None of these

8. What is ABC?

- (a) Audit Bureau of Circulation (b) American Business Circle (c) American Business Corporation (d) Apple bat cat

9. A journalist who is not attached with any newspaper is called:

- (a) Free Lancer (b) Retainer (c) Correspondent
- (d) Paid journalist

10. UPI is the abbreviation of:

- (a) United Press of India (b) United Press of Indonesia (c) United Press International
- (d) None of these

11. Journalists put their lives at risk in bringing news and information to the public. On average, how often do killings of journalists occur?

- (a) journalist killed every four days (b) journalist killed every 3 days (c) journalist killed every 2 days (d) journalist killed every 5 days

12. Which of the reasons below have NOT been used by governments to justify internet shutdowns?

- (a) Preventing plagiarism during exam (b) all have been used (c) reducing public dissidence (d) safeguarding government

13. Women journalists face many forms of online harassment. Which threat consists of publishing an individual's personal information in a malicious way?

- (a) Trolling (b) Doxxing (c) Cyber bullying
- (d) none

14. Which of these should you look for when proofreading?

- (a) missing words (b) spelling errors (c) capital letters in the wrong place (d) all of the above

15. Which of these mistakes will a computer spellchecker not find?

- (a) A missing letter in a word (b) Letters the wrong way round (c) Using 'where' when you should have written 'wear' (d) Leaving the vowel out of a word.

16. What is the name for an ending such as -ly or -ing that can be added to a root word?

- (a) suffix (b) vowel (c) base (d) verb

17. It's cheating to get someone else to check your work for mistakes.

- (a) True (b) False (c) Hypothetical (d) None

18. Which broadcasting media transmit visual images with accompanying sound, in the form of electromagnetic waves

- (a) Radio (b) Instant Messaging (c) Printing Press
- (d) Television

19. Which requires a computer or mobile device with Internet access.

- (a) Flash Media (b) Print Media (c) Electronic Media (d) News media

20. What is the term used to define the production of books, journals and thesis published in digitized form?

- (a) e-publishing (b) e-reference (c) e-zine
- (d) e-magazine

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

21. What are the contributions of Young Bengal Society to Indian Journalism?
22. Make a comparative assessment of the journalism of Hickey and Buckingham. Comment on their contribution to the growth and development of journalism in India.
23. Discuss the role of Charles Metcalfe as the liberator of the Indian Press.
24. What are the procedures for writing a news report? Is collection of news determined by this procedure? Discuss.
25. News Editor is the number one man in a news room. Elucidate
26. The desk comprising News Editor, Chief Sub-Editor and Sub-Editor, is crucial to the production of a newspaper or magazine. Discuss the role and responsibilities of these functionaries in newspaper production.
27. Enumerate the contribution of Indian Television in spreading the message of socio economic development in post-independent India.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

28. "The Indian Press was anti-government but it was not always anti-British" — Does the statement reveal the true identity of the Indian Press at a particular time? Justify your answer with arguments.
29. Raja Rammohan Roy was the first man to fight for the freedom of press in India. In which context he had to launch this struggle? Discuss the social reforms he wanted to bring about through free public expression.
30. In print media, use of photographs has increased remarkably. What are the reasons? Explain with arguments.
31. Discuss briefly the techniques of editing news agency copies for a newspaper. Does the policy of a newspaper have any influence on it?
32. Give a brief history of Radio broadcasting in India. Analyse with examples the contribution made by Akashvani in the economic and social development of the country in the first three decades after independence.