

**INDIAN INSTITUTE OF MASS COMMUNICATION**  
**Post graduate Diploma Course in Journalism (English)**  
**First Semester Examination, 2018-19**  
**Paper I- Communication Theory & Research**

Marks: 70

Duration: 3 hrs

**Note: Question no 1 is compulsory (20 marks). Attempt any four parts of Q1 at one place in the answer sheet. In addition to question no 1, please attempt any five questions of 10 marks each.**

Q1. Write short notes on any four of the following. (200 words)

- a) Kinesics
- b) Cognitive Dissonance
- c) Johri's Window
- d) Spiral of Silence
- e) Manufacturing Consent
- f) Variables
- g) Referencing
- h) Sadharanikaran

Q2. Distinguish between intrapersonal and interpersonal communication. What are the rewards and dangers of self disclosure? Discuss a recent communication experience that had an outcome that was unanticipated due to ineffective communication. Discuss how you would have done things differently.

Q3. How does social behaviour differ between your online and offline interactions? Provide specific examples of changes in perception, behaviour and thinking.

Q4. "The meaning of the message is not contained in the message itself, but it is the result of negotiation between the message and the receiver." Who said this in which model? Explain the model in detail with diagram.

Q5. Explain Wilbur Schramm's Model in detail (with diagrams). Explain how this model helped in formulating a more acceptable explanation about the working of the communication process.

Q6. Explaining how the media 'ought to' or can be 'expected to' operate under the prevailing set of political-economic circumstances, discuss the relevance of Normative Theories in today's scenario. Substantiate your arguments with examples.

Q7. What is propaganda? Discuss some techniques of propaganda with suitable examples.

Q8. What is the relevance of language in Mass Communication in general and News Media in particular?

Q9. In visual communication how does perception work? What new element does the camera introduce to visual perception?

Q10. Differentiate between Questionnaire and Schedule. Design a questionnaire to know the Impact of Vijay Mallya's extradition to India.

Q11. What is qualitative research? How does it differ from quantitative research? Discuss steps of writing a Research dissertation.

**INDIAN INSTITUTE OF MASS COMMUNICATION**  
**Post graduate Diploma Course in Journalism (English)**  
**First Term Examination, 2018-19**  
**Paper II- History of Journalism, Media laws, Ethics and Regulations**

Marks: 100

Duration: 3 hrs

**Note:** Question no 1 is compulsory (5x8=40 marks). Attempt any five parts of Q1 at one place in the answer sheet. In addition to question no 1, please attempt any four questions of 15 marks each from (Q2-10)

- Q1. Write Short notes on any five of the following. (250-300 words)
- |  |                                |
|--|--------------------------------|
| a) Journalism as a mission vs profession | b) Alternative Journalism      |
| c) Kesari                                | d) Emergency and media freedom |
| e) Right to Privacy                      | f) Hate Speech                 |
| g) Information Technology Act            | h) Private Treaty              |
| i) Ethical norms of Sting Operation      | j) Ombudsman                   |
| k) Bureau of Outreach and Communication  | l) Editors Guild of India      |
- Q2. What is the role and importance of Journalism as a fourth pillar (Estate) of a liberal democracy? Elaborate with examples.
- Q3. Please write 300 words on Indian Renaissance and role of newspapers in the 19<sup>th</sup> century.
- Q4. Right to freedom of speech and expression under Article 19(1)(a) of the Constitution is not absolute in India. Explain the reasonable restrictions under Article 19(2) of the Constitution.
- Q5. RTI is the new light to Freedom of Press in India. Do you agree? Why? Is the RTI Act fool proof in its current version? Discuss.
- Q6. What is the difference between Libel and Slander? If a member of legislative assembly or the Parliament makes any personal remark against anybody while substantiating an argument, will it be libellous? Explain in detail about the Defamatory laws in India.
- Q7. "Media ethics is just a showpiece in today's corporate and big business owned mainstream news media industry. It's not a good business proposition for media managers." Discuss the statement with relevant examples while analyzing the state of media ethics in India.
- Q8. "The Idea of self regulation in news media is a good/bogus idea." What is your opinion about the same? While commenting on either of the statement, critically analyse the performance of self regulation in Indian news media. Do you think it's working in Indian news media? Argue with examples.
- Q9. Discuss how Government Communication in India has improved over the years due to the revolutionary advancements in ICT and the paradigm shift towards values of 'Good Governance.'
- Q10. Illustrate how media associations and organizations, trade union bodies, and other global media institutions have contributed to the cause of media freedom and free flow of information.

**INDIAN INSTITUTE OF MASS COMMUNICATION**  
**Post graduate Diploma Course in Journalism (English)**  
**First Term Examination, 2018-19**  
**Paper III-Reporting: Concepts, Processes and Techniques**

**Marks: 100**

**Duration: 3 hrs**

**Note: Question no 1 is compulsory (8x5=40 marks). Attempt any eight parts of Q1 at one place in the answer sheet. In addition to question no 1, please attempt any four questions of 15 marks each from (Q2-10)**

- Q1. Write Short notes on any eight of the following. (200 words)
- a) Hard and Soft news
  - b) Inverted Pyramid Style
  - c) Writing Press releases
  - d) Qualities of a good reporter
  - e) Ethical aspects of source
  - f) GDP Growth, Sensex and Nifty
  - g) Role of stock markets in the economy
  - h) Weekend pullouts
  - i) Health Reporting
  - j) Conflict Reporting
  - k) 10 ideas for bringing out a special supplement on road accident victims.
  - l) SPECS
  - m) Story telling and immersive journalism
  - n) Dealing with data
  - o) Mobile journalism
  - p) Writing for blogs
- Q2. What is a lead? Discuss different types of leads with examples.
- Q3. Suggest Investigative stories you can do on outbreak of dengue and sale of medicines sold without prescription and how you will proceed on them.
- Q4. Describe the difference between an authentic source and a non authentic source. Please give an example of how you would handle the issue that involves dealing with a non authentic source.
- Q5. You are doing a story about the water quality of Delhi, discuss what will be your data elements and interviews for the story.
- Q6. Do you think print and electronic media are guilty of covering high profile cases while thousands suffer at the hands of criminals and police? Aarushi-Hemraj murder case, Jessica Lall murder case saw Bollywood making two movies while three minor sisters died of hunger in East Delhi recently. Explain.
- Q7. What precautions we need to take while reporting cases of rape, national security and juveniles.
- Q8. Write an overview of India's macro-economic evolution post-independence (350 words)
- Q9. Explain in simple terms the difference in forms of financial, economic and market reporting.
- Q10. What is a feature? What are the different types of features? Write a personality feature (250 words) on your role model.

**INDIAN INSTITUTE OF MASS COMMUNICATION**  
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**Paper IV-Editing: Concepts, Processes and Techniques**

**Marks: 100**

**Duration: 3 hrs**

**Note: Question no 1 is compulsory (8x5=40 marks). Attempt any eight parts of Q1 at one place in the answer sheet. In addition to question no 1, please attempt any four questions of 15 marks each from (Q2-10)**

Q1. Write Short notes on any eight of the following. (200 words)

- |                                 |   |
|---------------------------------|---|
| a) Art of Fact checking         | b) Photo feature                            |
| c) Importance of grammar        | d) Style sheet                              |
| e) Visualization of news        | f) Re writing new stories                   |
| g) Convergence                  | h) Role and responsibilities of gatekeepers |
| l) Engagement with audience     | j) Dealing with Fake news                   |
| k) HR management                | l) Offset printing                          |
| m) Primary colours              | n) Letters to the editor                    |
| o) Parameters of news selection |   |

Q2. "Objectivity is a myth as no journalist is objective." Analyze the statement by explaining the meaning of objectivity. How you can bring objectivity in a news report being an editor?

Q3. Discuss the editorial structure of newspaper organizations. Also discuss the hierarchy and job of various functionaries.

Q4. "Working in an integrated newsroom is more about mindset and collaborative culture than hi-tech integrated infrastructure. Here reporters, editors, designers, tech developers, and marketing people work side by side each valuing the others' diversity, skills and talents." Elaborate the concept of Media Convergence and Integrated Newsroom.

Q5. As an editor what would you look for in a story? You will describe the story as ineffective if that part of the story is missing even though it may have the data that helps understand the story? Describe a story that you saw and had that part missing and what would you do to fix that?

Q6. In an era of corporatized and politicized media, what are the challenges for an editor who is working for an Indian news media organization?

Q7. What points would you keep in mind for writing a good headline? Explaining different types of headlines discuss the importance of a headline.

Q8. Explain how the editor will determine that a fair story is told and if somebody is accused in a story for an issue, what does the reporter have to show as documentary evidence that they gave enough opportunity for the person to respond?

- Q9. a) Explain the principles of design and layout  
b) Explain different types of lenses used in a Camera.

Q10. As a future editor suggest five innovative ideas for each of the following:-

- Future and forward planning
- Content management
- Editorial policy