

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FOURTH SEMESTER [BAJMC] Internal Examination, May 2023

Paper Code: BAJMC 208
Anchoring

Subject: Television News Reporting and

Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

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1.	Answer all the following questions briefly: -	1.5 × 10 = 15
	(a) Briefly explain about the 5W and 1H for TV News Channel.	CO1
	(b) Describe the writing for Television.	CO2
	(c) List some of the challenges which can be faced in the field of Journalism.	CO2
	(d) Outline how do headlines attract viewer's attention?	CO2
	(e) Explain a news room and its functions?	CO1
	(f) Name the three parts of a news story?	CO1
	(g) Identify the assignment desk and its importance?	CO2
	(h) Describe the function of News Editor in television news room.	CO1 CO2
	(i) Clarify the term V/O?	CO2
	(j) Cite the role of producer in TV news channel?	CO2

UNIT - I				
2.	(a)	What do you mean by news values? Is it added within the four walls of a news media? Illustrate your answer	5	CO1
	(b)	Analyze the structure of TV News organization?	5	CO1
	(c)	Describe how creates a newsworthy story in TV news channel?	5	CO2
3.	(a)	List the characteristics and essentials of a TV language? Briefly describe it in detail with examples.	5	CO1
	(b)	The Camera is now the most powerful weapon in the world' –How best can use this weapon for sting operation? What is your general view on sting operation a?	5	CO1
	(c)	Compare the writing for hard news and a soft news in television news?	5	CO2
UNIT - II				
4.	(a)	Describe the relation between News Editor, News Presenter, and the news Producer in television set-up.	5	CO2
	(b)	Explain the concept of breaking news how it is different from news package?	5	CO2
	(c)	Discuss the difference between News as information, education, and entertainment with examples	5	CO1
5.	(a)	How is watching Television News Bulletin different from going for a movie?	5	CO2
	(b)	Writing for TV is different from print media? Illustrate your answer with an example?	5	CO2
	(c)	Categorize the target audience of your preferred television news channel?	5	CO2