



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

(10 x 2 = 20 Marks)

1. Define Journalism.
2. Describe Article 19(1)(a).
3. Define mass media.
4. Mention some of the global media available today.
5. Who is called as Father of Indian Journalism?
6. Describe PTI.
7. Enlist the normative theories.
8. Describe Globalization.
9. Write a short note on 'Hicky Gazette'.
10. Name any two famous journalists from India.

SECTION - B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Write about Press Council of India.
12. Define development communication theory and explain how it is important for India, today.
13. Construct the Standard Ethical Principles for Journalists.
14. Explain defamation in reference to any one Indian celebrity's case.
15. What are the different purposes of journalism?
16. Evaluate the Contributions made by Hicky to Indian Journalism.
17. Explain 'social responsibility theory' of media.

SECTION - C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Classify the types of Journalism based on specific area.
19. 'Journalism in India is to safeguard 'Democracy.' Comment on it.
20. Critically evaluate the coverage of development issues in Indian media.

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