

T.Y.B.M.M (Journal) V sem

NOV - 2018

UNIVERSITY PAPER

T.Y.B.M.M

[JOURNALISM]

SEM-V

NOV. - 2018

TYBMM - E

No - Newspaper
Magazine

(2 Hours)

(Total Marks : 50)

- N.B. : 1) All questions are compulsory.
2) Figures to the right indicate full marks

Q1) Edit the following news article to about 200 words. Check grammatical, spelling mistakes and factual mistakes. Give a headline and suggest a visual. 14

Dinner at a reception party in Bandra (East) turned into a mass food poisoning scare after 23 people started complaining in vomiting and nausea and had to be rushed to the nearest civic hospital late on Sunday.

At least 11 of the guests, including three children, would be admitted to the civic-run VN Desai Hospital.

Doctors said almost all patients complained of similar symptoms which were uneasiness, vomiting and diarrhea. The patients were mainly admitted for observation. Among children some were as young as 8 months and one year.

Medical superintendent of the hospital said that as of Monday morning three children and eight women continued to be hospitalised. "All are stable. We are in the process of discharge then," she said.

A case has been registered at the Kherwadi police station. It's unclear if the bride and groom too was affected. The event was taking place at Samaj Mandir Hall, opposite MIG club in Bandra. The hospital said that around 8-10 people were treated on OPD basis and will be sent home.

Relatives of the affected people gathered in the hospital late night to get some news. There are talks in the city about the incident and people praying for the speedy recovery of the patients.

Q2) a) Explain the hierarchy of the editorial department and describe role played by the various members. 12

OR

b) Explain the principles of page layout, state and elaborate the criteria one should follow to select visuals.

Q3) Read the intros given carefully. Suggest headlines for any four and with a simple diagram given their placement with reasons on the front page of a national morning daily :- 12

1. **CHHATTISGARH** :: Today is the last day for withdrawal of nominations for the second and final phase of Chhattisgarh Assembly elections. 72 of the total 90 constituencies will go to polls in this phase on the 20th of this month. Top leaders of various parties addressed rallies at various places to garner support for their candidates

2. **T20-CRICKET**:: In Cricket, India defeated the West Indies by five wickets in the first Twenty-20 International at the Eden Gardens in Kolkata last night to take a 1-0 lead in the 3-match series. The Men in Blue first restricted the Windies to 109 for 8 in the allotted 20 overs. Later, after losing the top order early, the hosts chased down the target with 13 balls to spare.

3. **ASSAM**- :: Assam PWD Minister Himanta Biswa Sarma has said that road projects worth 22,000 crore rupees are being implemented across the state during the current fiscal.

Addressing a press conference in Guwahati, Mr Sarma said the state government has begun repairing some of the National Highways. there has been inordinate delays in sanctioning such work by the Centre. He said the existing state projects are related to construction of bridges, repair of roads in tea gardens and for building new ones at various places.

4. SABARIMALA:: In Kerala, as the Lord Ayyappa temple in Sabarimala opens for a special puja today, a thick security cover has been put in place in the temple town. Over 2,300 police personnel, including a 20-member commando team and 100 women, have been deployed to ensure smooth conduct of the puja and security of the devotees.

5. J&K-DARBAR:: In Jammu and Kashmir, owing to the bi-annual Darbar Move, the Civil Secretariat, seat of the state government, is re-opening in Jammu today after a 10-day break. All necessary security and other arrangements have been put in place. Security agencies have worked out a strategy to deal with any kind of law and order situation and maintain peace in the city.

6. BIHAR POLICE DISMISSAL:: Bihar government has dismissed 175 trainee police officials , suspended 23 police men and transferred 93. The stern action has been taken after junior policemen attacked seniors following death of a lady constable on November 2. Over three hundred policemen including a large number of women cops went on rampage in and outside Patna police lines damaging police vehicles and attacking officers in which commandant was injured. They also ransacked offices and quarters.

Q4) Write short notes (any three):-

- a) News Bureau
- b) Types of layout
- c) Headlines
- d) Stylebook
- e) Importance of photographs

12

T-1 Bmm I

2hours

Marks : 50

N.B: (1) Question No.1 is compulsory

(2) Figures in the right Indicate marks

Q1. Re construct the following news in Inverted Pyramid Style in 250 words. Supplement it with information wherever required. Also give an appropriate headline. (14)

As part of the World Environment Day celebrations, Godrej Group organised a beach clean-up drive at Juhu beach in Mumbai. With an aim to eliminate the waste from Mumbai's well-known Juhu beach, Godrej collaborated with the Municipal Corporation of Greater Mumbai (MCGM) and Sampurn(e)arth, a non-profit organization to take up this noble cleaning initiative that also involved collecting waste, especially plastic articles and further ensuring it is recycled.

More than 250 Godrej employees, their friends and families volunteered in the clean up drive. Most of the waste collected consisted of plastic bags and bottles.

This out-of-the-box cleaning initiative with an integral recycling component is aligned to the Godrej Group's ambitious goal of sending zero waste to landfill by 2020. As part of this initiative, the Group is working to reduce hazardous and solid waste generation, to increase the recycling of waste, and further ensure that none of the waste generated at our sites is sent to landfill.

Speaking about the initiative Dr. Vikas Goswami, Head Sustainability, Godrej Industries Limited and Associated Companies said that, "Mumbai is one of the most populous cities in India and widely known for its beaches. But sadly heaps of waste and sewage pollution have made them hazardous for visitors in recent years. In such circumstances, cleanliness and waste management becomes more logical. This activity as part of World Environment day celebrations is our way to remember that every Godrejite is part of the larger society and community. Hence, it is our moral obligation to put in all possible effort towards passionately striving for its betterment"

Till date over 5000 Godrej employees have volunteered through various activities during World Environment Day across Godrej India and International businesses supporting Group's Good & Green program aimed at driving sustainable development in India

Q2. (a) Explain White collar crime with an example? (12)

OR

Q2. (b) Explain cement scam. (12)

Q3. (a) Trace the history of Yellow Journalism. (12)

OR

Q3. (b) What is Investigative Journalism? Explain anyone scam (12)

Q4. Write short notes on **ANY THREE** (12)

- a. Beat reporting
- b. Education Beat
- c. Inverted Pyramid
- d. Sting Operations
- e. Tehelka

2 तास

गुण: ५०

- सूचना १) पहिला प्रश्न सोडविणे अनिवार्य
२) उजवीकडील अंक गुण दर्शवतात.

प्र १) खालील बातमी उलट्या त्रिकोणाच्या पद्धतीने लिहा. आवश्यक असेल तिथे माहिती पुरवा. सुयोग्य मथळा द्या. (१४)

जागतिक पर्यावरण दिनाच्या निमित्ताने गोदरेज समूहाने मुंबईतील जुहू किनारपट्टीच्या स्वच्छतेची मोहीम हाती घेतली होती. मुंबईच्या प्रसिद्ध जुहू समुद्र किनाऱ्यावरील कचरा साफ करण्याच्या या मोहिमेत गोदरेजसमवेत बृहन्मुंबई महानगरपालिका (MCGM) तसेच संपूर्ण अर्थ (Sampurn (e)arth) ही नॉन-प्रॉफिट संघटना सहभागी झाली होती. किनारपट्टीवरील सफाईमध्ये कचरा गोळा करून, विशेषतः प्लास्टिक गोळा करून ते पुनर्प्रक्रियेसाठी पाठविण्यात आले.

सुमारे २५० हून अधिक गोदरेजचे कर्मचारी, त्यांचे मित्र आणि कुटुंबीय स्वेच्छेने या स्वच्छता मोहिमेत सहभागी झाले होते. प्रामुख्याने प्लास्टिक बॅगा आणि बाटल्या गोळा करण्यात आल्या. गोदरेज समूहाने सन २०२०पर्यंत शून्य कचरा ही महत्त्वाकांक्षी मोहिमेचे उद्दीष्ट ठेवले असून किनारपट्टीची स्वच्छता आणि कचऱ्यावर पुनर्प्रक्रिया असा चौकटीबाहेरचा विचार करून गोदरेज समूहाने हा पुढाकार घेतला. याचाच एक भाग म्हणून, हानीकारक आणि सुलभ विघटन न होणाऱ्या वस्तूंचे उत्पादन न करणे, कचऱ्यावरील पुनर्प्रक्रियेवर भर देणे तसेच समूहाच्या परिसरातून डम्पिंग ग्राऊंडमध्ये कचरा जाऊ नये आदींबाबत गोदरेज समूह प्रयत्नशील आहे.

गोदरेज इंडस्ट्रीज अँड असोसिएटेड कंपनीचे हेड सस्टेनॅबिलिटी डॉ. विकास गोस्वामी या मोहीमेबद्दल म्हणाले, 'मुंबई हे एक देशातील दाट लोकवस्ती असलेले शहर असून समुद्र किनारे ही या शहराची ओळख आहे. पण अलिकडच्या काळात कचऱ्याचे ढिग आणि सांडपाण्याचे प्रदूषण हे या शहराला भेट देणाऱ्या पर्यटकांच्या आरोग्याच्या दृष्टीने धोकादायक ठरत आहे. अशा परिस्थितीत स्वच्छता आणि कचरा व्यवस्थापन हे अधिक तर्कसंगत ठरते. जागतिक पर्यावरण दिनाच्या निमित्ताने स्वच्छता मोहीम हाती घेऊन गोदरेजचा प्रत्येक कर्मचारी हा एवढ्या मोठ्या समुदायाचा आणि समाजाचा एक भाग आहे, याची जाणीव आम्ही ठेवली. याच्याच भल्यासाठी सर्वतोपरी प्रयत्न करण्याची आमची नैतिक जबाबदारी आहे.'

भारताच्या दीर्घकालीन विकास कार्यक्रमाच्या दृष्टीने जागतिक पर्यावरण दिनाचे औचित्य साधून आतापर्यंत गोदरेजचे ५०००हून अधिक कर्मचारी गोदरेज इंडिया तसेच आंतरराष्ट्रीय स्तरावर समूहाच्या उद्योगाला सहाय्य करणाऱ्या गुड अँड ग्रीनच्या विविध मोहिमांमध्ये सहभागी झाले होते.

प्र २) अ) पांढरपेशा (व्हाईट कॉलर) गुन्हे म्हणजे काय ते योग्य उदाहरणांसह स्पष्ट करा. (१२)

किंवा

प्र २) ब) सिमेंट घोटाळा काय होता ते सांगा (१२)

प्र ३) अ) पीत. पत्रकारितेच्या इतिहासाचा मागोवा घ्या

(१२)

किंवा

प्र ३) ब) शोध पत्रकारिता म्हणजे काय? कोणताही एक घोटाळा स्पष्ट करा.

(१२)

प्र ४) टीपा लिहा (कोणत्याही तीन)

(१२)

१. वार्ता कार्यक्षेत्र (बीट रिपोर्टिंग)
२. शैक्षणिक वार्ता कार्यक्षेत्र
३. उलटा त्रिकोण
४. स्टिंग ऑपरेशन
५. तहेलका

Ty Bm ✓

[Time: 2 Hours]

[Marks:50]

Please check whether you have got the right question paper.

- N.B:
1. Question no. 1 is compulsory.
 2. Attempt any three more questions. (1+3)

- Q.1** What is the difference between Hard News and Soft News? Explain with recent examples. **15**
- Q.2** Write an interview with **any one**: **09**
- a) Kareena Kapoor
 - b) Actor Rajkumar
 - c) Amit Shah
 - d) Aditya Thakeray
- Q.3** What is an Obituary? Can Obituaries highlight the flaws also? **09**
- Q.4** Discuss the content and importance of the Editorial Page **09**
- Q.5** What is a feature? Explain the different types of features **09**
- Q.6** Write short notes on **any two** **09**
- a) Telephone Interview
 - b) Columns
 - c) Snippets
 - d) Film Review

15/11

TYBmm E Old

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Attempt all questions.

- Q.1 Based on the challenges, confusions and stress that media students face, prepare a feature for a Mumbai based magazine. Give the feature a headline (at least 500 words) 15
- Q.2 Write an interview in the question-answer format with any one of the following 15
- a) M.J. Akbar
 - b) Mukesh Ambani
 - c) Priyanka Chopra
 - d) Rahul Gandhi
- Q.3 Why is the Editorial Page considered the soul of the newspaper? Review the content and format of this page. 15
- OR
- Q.3 a) Write a column highlighting the latest lifestyle trends popular among students. Give the column a headline (350 words) 8
- b) What is a human- interest story? Describe any such story you read recently. 7
- Q.4 Explain the relevance of columns in newspapers and magazines. Critically review the factors that have made agony aunt columns popular. 15
- OR
- a) Explain the different types of feature leads. 8
 - b) Write a snippet drawn from the entertainment industry. Give it a headline. 7
- Q.5 Write short notes on any three 15
- a) Obituaries
 - b) Book Review
 - c) Soft news
 - d) Seasonal features
 - f) P Sainath

मराठी रुपांतर

[वेळ: २:३० तास]

[गुण: ७५]

Please check whether you have got the right question paper.

N.B: १. सर्व प्रश्न अनिवार्य आहेत.

- प्र.१ मुंबईतील एका नियतकालिकासाठी माध्यम विद्यार्थ्यांना सामोरे जावे लागणाऱ्या आव्हाने, गोंधळ व तणावावर आधारित सुमारे ५०० शब्दांत एक लेख लिहा. लेखाला सुयोग्य मथळा द्या. १५
- प्र.२ खालीपैकी कोणत्याही एका व्यक्तीची प्रश्नोत्तरांच्या स्वरूपात मुलाखत लिहा. १५
- अ) एम.जे.अकबर
ब) मुकेश अंबानी
क) प्रियांका चोप्रा
ड) राहुल गांधी
- प्र.३ 'संपादकीय पानाला' वृत्तपत्रांचा आत्मा का म्हटले जाते? संपादकीय पानाचा आशय व आराखडा याचा आढावा घ्या. १५
- किंवा
- प्र.३ अ) विद्यार्थ्यांमध्ये लोकप्रिय असलेल्या जीवनशैली प्रवाहावर आधारित (लाईफस्टाइल ट्रेंड) सुमारे ३५० शब्दात स्तंभलेख लिहा. स्तंभलेखाला मथळा द्या. ८
- ब) लोकारुची वार्ता म्हणजे काय? अलीकडे तुम्ही वाचलेल्या कोणत्याही एका लोकारुची वार्ताबद्दल लिहा. ७
- प्र.४ वृत्तपत्रे व नियतकालिकांमधील स्तंभलेखांचे महत्व स्पष्ट करा. अँगोनी ऑर कॉलम लोकप्रिय होण्यामधील घटकांचा आढावा घ्या. १५
- किंवा
- अ) लेखांच्या शिरोभागाचे विविध प्रकार स्पष्ट करा. ८
- ब) मनोरंजन उद्योगावर आधारित एक स्फुटलेख लिहा. सुयोग्य मथळा द्या. ७
- प्र.५ कोणत्याही तीन टीपा लिहा १५
- अ) श्रद्धांजली लेख
ब) पुस्तक परीक्षण
क) सॉफ्ट न्यूज
ड) प्रासंगिक लेख
इ) पी. साईनाथ

TyBmn - II

Time: 2 Hours / 2 ½ Hours

Max Marks: 60 / 75

Note:

1. Please check that you are attempting the correct version of your paper
2. Students attempting the 75 marks paper will have 2 ½ hours and are required to attempt ALL questions.
3. Students attempting the 60 marks paper will have 2 hours. For them, question no 1 is compulsory and they have to attempt any three questions from the remaining.
4. Marks are mentioned on the right side of each question.

Q1. (A) Discuss the views of Noam Chomsky in public opinion formation. (15)

OR

(B) What was the contribution of Paul Lazarsfeld in mass media research? (15)

Q2. (A) Discuss the methods used to measure public opinion & comment on their reliability. (15)

OR

(B) Compare the agenda setting theory with the uses and gratifications model. (08)

(C) How does news selection influence public opinion? (07)

Q3. (A) Critically examine the coverage of Indian elections by media. (15)

OR

(B) Examine how the coverage of the Vietnam War by the US media affected the war. (08)

(C) Discuss the Gaza Conflict from a media perspective. (07)

Q4. (A) What do you understand by State Terrorism? How does media report such issues and with what effects? (15)

OR

(B) How does media exploit our obsession with celebrity trivia? (08)

(C) Explain the CNN Effect and its connection to government policies. (07)

Q5. Write short notes on any three: (15)

1. Media's coverage of Communal Riots
2. Indo-US Nuclear Treaty
3. Embedded Journalism
4. Secessionism
5. Portrayal of women in Indian cinema

Time: 2 Hours / 2 ½ Hours

Max Marks: 60 / 75

खालील मुद्द्यांची कृपया नोंद घ्यावी:

१. तुम्हाला प्रश्नपत्रिकेची योग्य आवृत्ती मिळालेली आहे हे कृपया तपासा.
२. जे विद्यार्थी ७५ गुणांची प्रश्नपत्रिकेची आवृत्ती सोडवत आहेत त्यांना 2 1/2 तास उपलब्ध आहेत व त्यांना सर्व प्रश्न सोडवायचे आहेत.
३. जे विद्यार्थी ६० गुणांची प्रश्नपत्रिकेची आवृत्ती सोडवत आहेत त्यांना 2 तास उपलब्ध आहेत व त्यांच्या करिता पहिला प्रश्न अनिवार्य आहे, व त्यांने उरलेल्या प्रश्नांमधून कोणतेही तीन प्रश्न सोडवायचे आहेत.
४. प्रत्येक प्रश्नाच्या उजव्या बाजूला त्या प्रश्नाकरिता असलेले गुण दिलेले आहेत.
१. (अ) जनमतांची निर्मिती कशी होते याबद्दल नोम चोम्सकींच्या विचारांची चर्चा करा. (१५)

किंवा

१. (ब) जनमाध्यमांबाबतद्वल पोल लेझार्सफेल्ड यांचे काय योगदान आहे? (१५)
२. (अ) जनमत मोजण्याकरिता काय साधने आहेत व त्यांची विश्वासहर्ता किती आहे? (१५)

किंवा

२. (ब) अजेंडा सेटिंग थिअरी ची युजेस अँड ग्रेटफिकेशन थिअरी बरोबर तुलना करा. (०८)
२. (क) बातम्यांची निवड जनमतावर काय प्रभाव करते? (०७)
३. (अ) भारतातील निवडणुकींचे माध्यमांद्वारे कसे वार्ताकन केले जाते ह्याचे समीक्षेपूर्वक परीक्षण करा. (१५)

किंवा

३. (ब) अमेरिकन माध्यमाने ज्याप्रकारे वियतनाम युद्धाबाबत वार्ताकन केले त्यामुळे युद्धावर काय परिणाम झाला याचे परीक्षण करा. (८)
३. (क) गाझा संघर्षाची माध्यमांच्या दृष्टिकोनांतून चर्चा करा. (७)

४. (अ) "राज्य आतंकवाद" (स्टेट टेररिझम) म्हणजे तुम्हाला काय समजते? असे मुद्दे प्रसारमाध्यमे कसे दर्शवितात व त्याचे परिणाम काय होतात? (१५)

किंवा

४. (ब) सेलिब्रिटीज बद्दल असलेल्या आपल्या व्यापक विचारांचा प्रसारमाध्यमे कसा फायदा उचलतात हे स्पष्ट करा. (०८)

४. (क) "CNN प्रभाव" (CNN Effect) व त्याचा सरकारी धोरणांवर होणारा प्रभाव स्पष्ट करा. (०७)

टिपा लिहा (कोणतेही तीन): (१५)

अ. सांप्रदायिक दंगलीबाबत प्रसारमाध्यमांचे वार्ताकन

ब. भारत-अमेरिका परमाणु संधी

क. एम्बेडेड पत्रकारिता (Embedded Journalism)

ड. अलगाववाद (Secessionism)

ई. भारतीय चित्रपटांमधील स्त्रींचे चित्रण

TYBM V

Q.P. Code :33468

[Time: 02:00 Hours]

[Marks:50]

Please check whether you have got the right question paper.

- N.B:
1. Q.1 is compulsory.
 2. Attempt any three form the remaining questions
 3. Figures to the right indicate full marks.

- Q.1 A. Explain the theories of public opinion as put forward by Walter Lippmann. 14
- OR
- B. What is the contribution of Paul Lazarsfeld in Public Opinion Research? 14
- Q.2 A. Analyse the Indian media's coverage of general elections. 12
- OR
- B. Compare the theories of Agenda Setting and Uses and Gratification. 12
- Q.3 A. Discuss the role of the media in the Vietnam War. 12
- OR
- B. Analyse how the media influenced public opinion during the Indo-Pak War of 1971. 12
- Q.4 A. Discuss the Indian media's approach to the Naxalite problem. 12
- OR
- B. How would you view the media's coverage of communal conflicts? 12
- Q.5 Write short notes on any two: 12
- a. Indo- U.S. Nuclear Treaty
 - b. Khalistan Issue
 - c. Five Filters as explained by Noam Chomsky
 - d. Coverage of the U.S. Presidential Elections, 2008
 - e. Embedded Journalism

(2 Hours)

[Total Marks: 50]

Note- a- Question No.1 is compulsory.
b- Attempt any three from Q-2 to Q-5.

1) A) Regional language newspapers have acquired greater readership and influence than English news papers in the last twenty years. Comment.

14

OR

B) Analyze the difference between any one English daily and any one regional language daily based on parameters like style of reporting, selection of stories and impact on readers.

14

2) a-1- Examine the evolution of Hindi press post independence and discuss how it influenced national politics over the last two decades.

6

b-1 Discuss the role of Malayalam newspapers in making Kerala a progressive and developed state.

6

OR

2) a-2- Examine the role played by Bengali newspapers in bringing about national consciousness to spark the freedom struggle.

6

b-2- Write a note on Anand Bazar Patrika as prominent Bengali newspaper today.

6

3) a-1 Examine the contribution of Kesari as a periodical and Lokmanya Tilak as an editor in India's freedom struggle.

6

b-1- Trace the contribution of Marathi press to the Samyukta Maharashtra movement.

6

OR

3) a-2- Discuss the reasons for the decline of Urdu journalism in India.

6

b-2- Write a note on Eenadu and its role in development of Telugu journalism.

6

TURN OVER

- 4) A) Discuss and debate whether regional journalism contributes to national integration or promotes regional tendencies by giving relevant examples. 12

OR

- B) 'Regional Newspapers have contributed immensely to social reforms and change in India'. Explain the statement with reference to newspapers in Bengal, Maharashtra and Tamilnadu. 12

- 5) Write short notes on any **three** of the following-12

(4+4+4)

- a) S. Sadanand.
- b) Mathrubhumi
- c) DainikJagran
- d) Lokmat
- e) Regional Television Channels.

TYBMM = I old

(2½ Hours)

[Total Marks: 75]

Note- a- All Questions are compulsory.
b- Internal choices are provided.

1) A) Regional language newspapers have acquired greater readership and influence than English news papers in the last twenty years. Comment. 15

OR

B) Analyze the difference between any one English daily and any one regional language daily based on parameters like style of reporting, selection of stories and impact on readers. 15

2) a-1- Examine the evolution of Hindi press post independence and discuss how it influenced national politics over the last two decades. 8

b-1 Discuss the role of Malayalam newspapers in making Kerala a progressive and developed state. 7

OR

2) a-2-Examine the role played by Bengali newspapers in bringing about national consciousness to spark the freedom struggle. 8

b-2-Write a note on Anand Bazar Patrika as prominent Bengali newspaper today. 7

3) a-1 Examine the contribution of Kesari as a periodical and Lokmanya Tilak as an editor in India's freedom struggle. 8

b-1- Trace the contribution of Marathi press to the Samyukta Maharashtra movement. 7

OR

3) a-2- Discuss the reasons for the decline of Urdu journalism in India. 8

b-2-Write a note on Eenadu and its role in development of Telugu journalism. 7

TURN OVER

- 4) A) Discuss and debate whether regional journalism contributes to national integration or promotes regional tendencies by giving relevant examples. 15

OR

- B) 'Regional Newspapers have contributed immensely to social reforms and change in India'. Explain the statement with reference to newspapers in Bengal, Maharashtra and Tamilnadu. 15

- 5) Write short notes on any three of the following- 15
- a) S. Sadanand.
 - b) Mathrubhumi
 - c) Dainik Jagran
 - d) Lokmat
 - e) Regional Television Channels.

TURN OVER