Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: SYBA | **School of Liberal Arts** | **Department: Journalism & Mass Communication**

Course Code: MCAR116 | **Course Title: Television Journalism** | **Semester : IV**

Day and Date: | **End Semester Examination** | **Time : 2 Hrs.** **Max Marks : 50**

Instructions: 1) All Questions are compulsory.

Q.		Answer the following (any Two)	Marks	Bloom's Level	CO
1	a)	'Each technology has its strengths and weaknesses'. Relate this statement to the television medium.	8	L3	1
	b)	Examine the cultural impact of television on Indian audience.	8	L3	2
	c)	Write about the news sources and various techniques to cultivate them.	8	L1	2
Q. 2		**Answer the following (any two)**			
	a)	Discuss and analysis the structure, format and presentation of national news channels in India with examples.	8	L1	3
	b)	Explain various television formats with examples.	8	L2	4
	c)	Interpret visual literacy in your own words using various definitions.	8	L2	4
Q. 3		**Answer the following (any two)**			
	a)	24/7 news channels are a common phenomenon. Explain in brief the history and growth of these channels and what they mean to people today.	9	L4	5
	b)	Describe the factors that one needs to keep in mind with any one of the following on T.V.: a) Panel Discussion or b) Video Conferencing	9	L2	5
	c)	Discover the relevance of regional TV channels in today's world both in India and Internationally.	9	L3	6

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