

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION DECEMBER 2025
(First Semester)**

Branch – **ELECTRONIC MEDIA**

REPORTING, WRITING AND EDITING FOR BROADCAST MEDIA

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is a key attribute of a good reporter? A. Bias B. Curiosity and accuracy C. Carelessness D. Secrecy	K1	CO1
	2	Which recent innovation allows ordinary citizens to contribute news content? A. Yellow journalism B. Citizen journalism C. Tabloid reporting D. Editorial policy	K2	CO2
2	3	The inverted pyramid structure of a news story places the most important information: A. At the end of the article B. In the middle C. At the beginning D. Randomly throughout	K1	CO1
	4	The opening sentence of a news story is called the: A. Tail B. Lead C. Footer D. Caption	K2	CO2
3	5	The primary duty of a sub-editor is to: A. Deliver news on camera B. Edit and polish copy before publication C. Sell advertisements D. Design newspaper layouts only	K1	CO1
	6	Which of the following symbols is commonly used in copy editing to indicate deletion? A. ¶ B. # C. ~ D. X	K2	CO2
4	7	An opinion piece that represents the official view of a publication is known as a: A. Feature B. Leader or Editorial C. Caption D. Reportage	K1	CO1
	8	Editorial freedom primarily means: A. Publishing without responsibility B. Independence in expressing opinions without undue external pressure C. Avoiding editing tasks D. Writing only positive news	K2	CO2
5	9	Which is the correct order in the TV news process from idea to telecast? A. Telecast → Script → Research → Shooting B. Idea → Research → Script → Shooting → Editing → Telecast C. Script → Editing → Research → Idea D. Shooting → Telecast → Editing	K1	CO1
	10	Live reporting requires: A. Only pre-recorded footage B. Immediate on-site presentation of news events C. Multiple days of editing D. Avoiding audience interaction	K2	CO2

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

ALL questions carry EQUAL Marks (5 x 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the essential attributes of a good reporter.	K3	CO3
	(OR)			
	11.b.	Detail the presence of citizen journalism in digital media.		
2	12.a.	Define news and list its five core elements.	K3	CO3
	(OR)			
	12.b.	Explain the different types of leads used in news writing.		
3	13.a.	Give an account of various copy editing symbols used in news editing.	K4	CO4
	(OR)			
	13.b.	Describe the duties and qualifications of an editor.		
4	14.a.	Define a leader (editorial) story and explain its purpose.	K4	CO4
	(OR)			
	14.b.	Discuss the functions of a ticker in television & digital media.		
5	15.a.	Delineate the role of AI in news reporting.	K4	CO4
	(OR)			
	15.b.	What are the key skills required for live reporting?		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the role of fact checking in combating fake news, misinformation & disinformation.	K5	CO5
2	17	Describe the structure of a news story using the inverted pyramid and explain its advantages.	K6	CO6
3	18	Detail the broadcast writing style. Prepare a broadcast copy for a television news story.	K5	CO5
4	19	Analyze the role of editorial freedom and policy in shaping opinion journalism.	K6	CO6
5	20	Describe the complete workflow of a television programme from idea generation to broadcast.	K5	CO5