

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 $(5 \times 7 = 35)$

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

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

| 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 |