

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2025
(First Semester)

Branch – **JOURNALISM & MASS COMMUNICATION**

REPORTING AND EDITING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What is the primary purpose of an inverted pyramid structure in news writing? a) To save space in the newspaper. b) To make the story more dramatic. c) To present the most important information first. d) To include all details in chronological order.	K1	CO4
2	A news report uses a social media post as a primary source. What is the most important step the journalist should take to verify this information? a) Check how many likes the post received. b) Contact the person who made the post to confirm their identity and the information. c) Look at the time the post was made. d) Assume the information is true because it is on a public platform.	K2	CO5
3	What is the primary goal of environmental reporting? a) To advocate for specific environmental policies. b) To inform the public about environmental issues and developments. c) To sensationalize natural disasters for higher ratings. d) To entertain readers with stories about nature.	K1	CO1
4	The term "hyperlink" in online reporting refers to: a) The headline of a story. b) A link that connects to a different webpage. c) A list of sources at the end of an article. d) The first paragraph of an article.	K2	CO3
5	The principle of "economy" in writing means: a) Using as many words as possible. b) Writing about financial topics. c) Using the fewest words necessary to convey an idea. d) Writing in a very formal style.	K1	CO1
6	How does a topic sentence contribute to the overall clarity of a paragraph? a) It summarizes the entire article. b) It provides a new idea that is unrelated to the rest of the paragraph. c) It introduces the main idea of the paragraph, guiding the reader's understanding. d) It lists the sources used in the paragraph.	K2	CO4
7	A columnist in a newspaper is a person who: a) Reports on local crimes. b) Writes a regular column expressing their personal views. c) Edits the news section. d) Only reports on international events.	K1	CO1
8	If an editor places the symbol '\$ \neq \$' at the end of a paragraph, what is the most likely reason? a) To indicate a spelling error in the final sentence. b) To show that a new paragraph should not be created. c) To signal that the paragraph needs to be moved. d) To mark the end of the article.	K2	CO4
9	Which term is used to describe a type of journalism that relies on sensationalism, scare headlines, and exaggerated stories to attract readers? a) Citizen journalism. b) Investigative journalism. c) Yellow journalism. d) Hard news.	K1	CO3

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

Question No.	Question	K Level	CO
11.a.	Analyze the strengths and weaknesses of the inverted pyramid style of news writing. (OR)	K4	CO4
11.b.	Analyze the concept of objectivity in news writing.		
12.a.	Explain the principles of responsible judicial reporting providing suitable examples or case studies. (OR)	K3	CO1
12.b.	Explain the steps a professional journalist would take to verify content provided by a citizen journalist before using it in a news report.		
13.a.	Explain the distinct principles of writing for a newspaper versus a magazine. (OR)	K3	CO2
13.b.	Describe the key characteristics of different types of writing for news.		
14.a.	Analyze the structure and function of an editorial department and evaluate its role in maintaining journalistic standards. (OR)	K4	CO4
14.b.	Examine the ethical implications of a news organization expressing a unified opinion on a public issue.		
15.a.	Analyze the ethical considerations and journalistic challenges of writing for a women-centric publication or section. (OR)	K4	CO3
15.b.	Examine the potential consequences of biased or inaccurate polling analysis for reporting Election analysis.		

SECTION -C (30 Marks)

Answer ANY THREE questions

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

Question No.	Question	K Level	CO
16	Create a comprehensive "Reporter's Manual" explains the essential attributes of a good reporter and their core duties and responsibilities.	K6	CO5
17	A junior reporter has submitted an interview transcript with a reclusive public figure. The transcript is filled with complex, non-linear answers and several controversial statements. Critically evaluate the strengths and weaknesses of at least three distinct interview writing techniques (e.g., Q&A, narrative, feature) for this specific scenario.	K5	CO5
18	Assess how the different types of news writing can work together to provide a complete and nuanced picture of a complex event.	K5	CO1
19	Evaluate how a newsroom's culture, leadership, and technological infrastructure can either strengthen or weaken its ability to produce quality journalism.	K5	CO2
20	Validate that the type of specialized reporting (for women, children, etc.) still serves a valuable purpose in today's media landscape.	K6	CO4