

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4256

J

Unique Paper Code : 6294000004

Name of the Paper : Reporting and Anchoring

Name of the Course : **B.A. (Hons.) Multimedia and
Mass Communication (GEC)**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll. No. on the top immediately on receipt of this question paper.
2. Attempt **any five** questions.
3. All questions carry equal marks i.e. 18 marks each.

1. Discuss the essential qualities and skills required to be an effective reporter.

P.T.O.

2. Examine the ethical considerations and responsibilities journalists must adhere to in their reporting.
3. Outline the techniques of newsgathering used in modern journalism.
4. Analyse the art of conducting a television interview.
5. Explore the differences between news shows and talk shows in terms of format and audience engagement.
6. Evaluate the potential legal pitfalls in broadcasting and how anchors can navigate these challenges.
7. Discuss the key elements of preparation, questioning techniques, and the role of non-verbal communication in successful interviews.
8. Write short note on any 2
 - (i) Piece to Camera
 - (ii) Anchor
 - (iii) Types of News Reporting