

**YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY, FARIDABAD**

**M.A. Journalism and Mass Communication (3<sup>rd</sup> Semester)**

**Paper Code: JMC: 303 - Media Governance and Management**

Time Allotted: 3 hrs

Max. Marks: 60

**Read the instructions given below carefully.**

The question paper is divided into two parts – Part A and Part B. in Part A all questions are compulsory and contains 10 very short answer type questions (from a to j). Part B contains 5 long answer type questions (Q. 2 to Q.7). Part A is compulsory to attempt.

**Part-A**

**I. Attempt all of the following questions:**

- Q.1. (a) What do you understand by beat reporting? Give relevant examples. (2)
- (b) What is the difference between a news article and a news feature? (2)
- (c) Draw a chart of the hierarchical set-up of editorial wing in the newspaper. (2)
- (d) What is investigative journalism? Give one example of sting operation. (2)
- (e) Enlist the essential constituents of a press release. (2)
- (f) What are the two main functions of a news agency? (2)
- (g) Briefly outline the stages of broadcast news production. (2)
- (h) Give two examples of use of news media for opinion leadership. (2)
- (i) Social media is an empowering tool for facilitating participatory governance. Comment. (2)
- (j) What are the three elements in the inverted pyramid style of news reporting? (2)

309  
11  
12A

**Part-B**

II. Answer any 4 out of the following questions: **(10 Marks each)**

Q.2. What do you understand by Paid news? Discuss the political and economic underpinnings of newspaper industry in India. Support your answer with relevant examples.

Q.3. Discuss the concept of cross-media ownership in the global and national scenario. Support your answer with suitable examples of media conglomerates.

Q.4. What are the roles and responsibilities of a news reporter and a news editor?

Q.5. What are the key approaches to good media governance? Comment on the current scenario of media governance in India:

Q.6. Discuss the role of Twitter in democratisation of news and citizen engagement in India.

Q.7. Discuss the applicability of media management strategies by giving examples of popular social media campaigns in India.