

3. JMC

Bachelor Level / III Year / Humanities, 2068

JMC (314) (Advertising, Public relations & Media Issues)

Full Marks: 70

JMC-314

Time: 3 hrs.

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2x17=34

1. Describe the history and growth of public relations in the world, with special reference to Nepal.

- Define advertising in communication and its role in society. What are the economic functions of advertising? Explain.
- Explain the media issues in a global village. What are processes of news flow in developing countries?

Group "B"

6x6=36

- Explain the laws on advertising process in Nepal.
- Describe the different types of house journals and press releases.
- What are the challenges of media support services in Nepal?
- Define the ownership and management of media in Nepal.
- What are the differences between public opinion and political communication?
- Describe the functions of advertising agencies.
- What is government information system? Explain it with reference of Nepal.
- Why are wire services called support organizations in media?

Bachelor Level /III Year/Humanities

Journalism (JMC 315)

Full Marks: 70

(JMC 315)

Time: 3 hrs.

Photo Journalism, Advanced News Reporting & Editing

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2x17=34

- Describe the principles and ethics of photography. What are the different types of pictures for publication in newspapers? Explain.
- Critically analyze the development of photo technology and electronic media.
- What are the dimensions of advanced journalism? Describe with suitable examples.

Group "B"

6x6=36

- Explain "ethics of photography."
- What are analogue and digital photography?
- What are the challenges of interpretative reporting?
- Describe development reporting as the professional reporting for media.
- What are the single photo stories and photo features?
- Describe with examples the line illustration and cartoons in the news media.
- What are the types of camera lens?
- Describe the applications of photojournalism in newspapers and magazines.

(JMC 315) Radio Journalism

Full Marks: 70

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2x17=34

- What are the comparative advantages of radio over other mass media? Give examples.
- Can radio service be called a Fourth Estate?
- Explain how listeners' interest becomes the deciding factor the headline of a news bulletin.

Group "B"

6x6=36

- A headline is like a display in a shop window. Do you agree?
- What are newsreels for?

6. How many story items would you prefer for a 10-minute news bulletin?
7. Why are governments too sensitive about radio news and current affairs programmes?
8. Are listeners a public or market?
9. Plan a 30-minute talk show.
10. Discuss ways of making radio news presentation interesting.
11. Write short notes on any TWO:
 - a. Electronic republic
 - b. A. M. radio
 - c. BBC

(JMC 315) Television Journalism

Full Marks: 70

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2x17=34

1. How do you see the specific character of television news reporting?
2. Under what circumstances has Nepal entered into the era of television broadcasting?
3. Introduce briefly the basic audio-visual equipments that a television journalist must be familiar with.

Group "B"

6x6=36

4. What are the ethical concerns that you should consider while practising television journalism?
5. How does a video documentary serve television journalism?
6. Role of satellite communication in television transmission.
7. How do you distinguish a cable television broadcast system from a terrestrial one?
8. Functions of a television camera.
9. Why are television public service announcements effective?
10. Significance of panel discussion on television.
11. Write short notes on any TWO:
 - a. Shot
 - b. Angle
 - c. Nepal Television

Bachelor Level/III Year / Humanities

Full Marks: 80

Journalism (316) (Media Journalism, & Mass Communication)

Functional Paper

Time: 3 hrs.

Attempt any TWO questions from Group A and Six from Group B.

Group "A"

2x19=38

1. How do you relate the development of media with the development of communication technology?
2. Who is an editor? What are the duties and responsibilities of an editor in a newspaper?
3. Describe the differences between print and radio journalism. Which do you prefer most in Nepal?

Group "B"

6x7=42

- Why feature writing is considered as a creative journalistic writing?
- How a newsroom of the media organization functions?
- How the language of news writing is different from other types of writings?
- What is the role of Press Council in the development of journalism of Nepal?
- The development of FM radio stations in Nepal.
- Why art and illustrations are important elements in newspapers and magazines?
- Describe the role of a sub-editor.
- Write short notes on any TWO:
 - Letter press and offset press
 - Nepal Television
 - News Analysis

Tribhuvan University, 2069

Attempt any two questions from Group A and Six from Group B.

Group "A"

2x19=38

- What is the place and role of mass media in present Nepali society?
- How do you explain the evolution of Nepali journalism before 2007 BS (1951 AD)?
- Present brief historical account of the development of printing technology.

Group "B"

6x7=42

- What is the significance of editorial in a media?
- What do you mean by mass communication process?
- Why Nepal is known as pioneer in the development of FM Radio broadcasting in South Asia?
- Describe briefly the structure of a news story.
- How do you conduct a news interview?
- What is the difference between traditional and electronic editing?
- What are the characteristics of newspaper headlines?
- Write short notes on any TWO:
 - Reporter
 - Radio Nepal
 - Computer designing

Tribhuvan University, 2069

Attempt any TWO questions from Group A and SIX from Group B

Group "A"

2x17=34

- "Words add information the pictures cannot give, and the pictures contribute a dimension the words cannot." Elucidate.
- Describe the functions of a copy editor with examples.
- Photojournalists show the human condition-people at play, men at war, joys sorrows. Explain why?

Group "B"**6x6=36**

4. Briefly discuss evolution of photo journalism.
5. What are the uses of zoom, macro and fisheye lens?
6. What are the key steps that a photojournalist moves through while handling a story?
7. Mention some of the qualities of reporter who wishes to do investigative reporting.
8. Define development reporting. Is it relevant to Nepal?
9. What are the processes of in-depth reporting?
10. Why is the process of cross-verification of news source so important?
11. Write short notes on any TWO:
 - a. Eastman Kodak Company
 - b. Proximity
 - c. Depth of field of photo

JMC 315 Radio Journalism**Full Marks: 70**

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"**2x17=34**

1. Discuss the significance of private radio broadcasting in Nepal.
2. Is the description of radio as a medium of instant communication accurate?
3. Is writing for radio the same as writing for a newspaper? Discuss.

Group "B"**6x6=36**

4. What are the key elements involved in producing a radio drama?
5. How does a radio reporter gather information for in-depth reports?
6. Which FM news media do you listen to most of ten, and why?
7. Plan a 30-minute panel discussion for an FM radio service.
8. Distinguish radio documentary from radio magazine.
9. Discuss ambient sound.
10. What is the role of a radio news editor?
11. Write short notes on any TWO:
 - a. Chat show
 - b. Why FM?
 - c. Signature tune

JMC 315 Television Journalism**Full Marks: 70**

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"**2x17=34**

1. What is your opinion about the current growth of television in Nepal?
2. What is a television interview? Why are interviews given high priorities in television news production?
3. What do you understand by the basic elements of television programmes? Discuss.

Group "B"**6x6=36**

4. How does television broadcast make social and cultural impacts on society?
5. How do you see the role of television media in national development?

6. Describe briefly formats of television programmes.
7. What are the steps of video documentary production?
8. Functions of a video mixer in television studio.
9. BBC one of the pioneer television stations in the world.
10. Significance of live broadcasting.
11. Write short notes on any TWO:
 - a. Talk-back machine
 - b. I NG
 - c. Satellite Television

Tribhuvan University, 2070

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×19=38

1. What are the functions of journalism? How do they influence public opinion?
2. How do you see the development of journalism in Nepal after 2046 BS (1990 AD)?
3. What are the sources of news and why they are important in journalism? Write with the example of different source types.

Group "B"

6×7=42

4. What are the duties and responsibilities of copy editors in an editorial team of a newspaper?
5. How a personality interview is conducted?
6. What is the importance of editorial writing in a newspaper?
7. What are the basic differences between press law and journalistic codes of conduct?
8. The Gorkhapatra Period in the history of Nepali journalism.
9. What do you mean by specialized reporting?
10. Describe page layout.
11. Write short notes on any TWO:
 - a. Inter-personal communication
 - b. Proof-reading
 - c. Rastriya Samachar Samiti

Tribhuvan University, 2070

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. Describe the functions of a copy-editor. Copy editing comprises several functions right from correcting punctuation to the taking care of ethical standards.
2. Photographs are used, just as are words, to inform, persuade, and entertain users of the mass media. Elucidate.
3. How is photojournalism distinct from other forms of professional photography?

Group "B"

6×6=36

4. Explain "dark room" process.

5. What is journalistic reporting? Describe with reference to sources of news.
6. What are the challenges of investigative reporting? 1
7. How is interpretative reporting protected from personal opinion?
8. Why are in-depth reports challenging?
9. Describe follow-up news with suitable examples.
10. What is cross-verification of news source?
11. Write short notes on any TWO:
 - a. Life magazine
 - b. Primary source vs. secondary source
 - c. Aperture and shutter speed

JMC 315 [Radio Journalism]

[Full Marks: 70]

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. Discuss the growth of radio stations in Nepal.
2. Is public service broadcasting relevant in a democracy?
3. Discuss radio formatting in Nepali context.

Group "B"

6×6=36

4. What are key components for producing a radio magazine?
5. How are radio news headlines composed?
6. Why are the news media called the "Fourth Estate"?
7. What makes a news bulletin?
8. Discuss the role of voice despatches.
9. Describe the existing state of code of ethics in the Nepal broadcast sector.
10. Discuss the main features of Nepal's National Broadcast Act 2049 B.S.
11. Write short notes on any TWO:
 - a. Electronic disco
 - b. Bridgetune
 - c. Phone-in programmes

JMC 315 [Television Journalism]

Full Marks: 70

Attempt any TWO questions from Group A and SIX from Group B

Group "A"

2×17=34

1. How has television journalism emerged in world? Present its initial development.
2. Discuss the technique of writing news in television. Compare it with print news writing.
3. What is the role of panel discussion in television journalism? Discuss with the examples of Nepali television channels.

Group "B"

6×6=36

4. What do you understand by video editing?
5. What is digital television?
6. How do you visualise the role of presenters for television?
7. What is the difference between commercials and public service announcements?

8. Describe briefly the types of television programmes.
9. What is studio light?
10. Describe briefly television news feature.
11. Write short notes on any TWO:
 - a. Kantipur Television
 - b. Pan shots
 - c. Voice over

Tribhuvan University, 2070

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. Describe advertising in mass media and its role in society. What are the steps of advertising production?
2. Define public relations in communication, and its role in society.
3. What are the responsibilities of the public relations in society? Explain.
3. What are the media issues in a global village with special reference to the portrayal of Women and other marginalised group?

Group "B"

6×6=35

4. Explain the advertising process in the advertising industries of Nepal.
5. Describe market mix.
6. What are the challenges of the production techniques of advertising
7. How does a press release affect news in the media?
8. What are the differences between propaganda and political communication?
9. Describe the functions of support services with suitable examples.
10. Explain the government information system in Nepal? Analyse with the suitable examples.
11. What are the public relations processes?

Tribhuvan University, 2071

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. What are the differences between public relations and advertising? Explain with examples.
2. Describe the history and growth of public relations in the world.
3. Describe the media issues with reference to Nepal. What are the major challenges facing print and broadcast media in Nepal?

Group "B"

6×6=36

4. What are the functions of support service organisations?
5. Describe the different aspects of advertising as a form of communication.
6. Describe the issues of media practice in Nepal.
7. What are the differences between propaganda and public relations?
8. Define the phases of communicating advertising messages.
9. What are the tools of public relations?
10. What is advertising industry?

11. How does the advertising apply economic influence over media?

Tribhuvan University, 2071

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. What is ethics of photo journalism? Explain some practices of plagiarism in photo journalism.
2. What are the key features of specialized news reporting? Explain with examples.
3. What are principles of news and feature editing? Describe it with the recent trend with reference to Nepal.

Group "B"

6×6=36

4. Discuss what analogue photography is.
5. What is in-depth reporting? Describe it with different practices on media.
6. What are the major steps on advanced news editing?
7. What are the differences between investigative and interpretative reporting?
8. What is the third? Explain with examples.
9. Explain different types of camera lenses.
10. What are the different types of photo camera? Give examples.
11. What are line illustrations and cartoons?

Radio Journalism

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. Radio is considered a powerful medium in Nepal. Give your arguments with examples.
2. Interview is the primary source of information for radio. Discuss various types of interview.
3. What are the ethical considerations in radio program production?

Group "B"

6×6=36

4. Discuss various types of radio operated in Nepal.
5. What are some of the hurdles a radio presenter faces in outdoor broadcasting?
6. What are the tools for news gathering?
7. Challenges facing radio magazine on women's empowerment issues.
8. What is significance of vox pop?
9. Discuss pros and cons of live and recorded programs.
10. Critically examine the language used on FM radio programs in Nepal.
11. Write short notes on any TWO:
 - a. Montage
 - b. Cue sheet
 - c. Signature tune

Television Journalism

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. Describe the evolution of technology in television development with special reference to Nepal.

2. What are the basic requirements for television program production? Explain with suitable examples.
3. What is television news interview? Why are interviews important to television program?

*** Group "B"**

6×6=36

4. What are the differences between sound and sight in television?
5. Explain any two types of format of television programs.
6. How is satellite communication related to television program?
7. What are the principles of news writing for print and TV?
8. Explain the different techniques for writing news and current affairs for television.
9. What are the features of documentaries in television journalism?
10. What are the processes of sound system?

Tribhuvan University, 2071

Attempt any TWO questions from Group A and Six from Group B.

Group "A"

2×19=38

1. Give a brief account of the history of the mass media in Nepal.
2. Describe the differences between the print and the electronic media in principles.
3. What are the duties and responsibilities of a daily newspaper reporter? Describe.

Group "B"

6×7=42

4. Describe mass communication.
5. Mention the tools for practice of journalism.
6. How is news structured?
7. What are the principles of layout and design?
8. Distinguish feature writing from news writing.
9. Describe the method of page designing in the computer.
10. Write short notes on any TWO of the following:
 - a. Journalistic ethics
 - b. News operation
 - c. Editorial writing

Tribhuvan University, 2072

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. Describe the history and growth of public relations in the world with reference to Nepal.
2. What is advertising? Describe the key elements advertising in the society.
3. Describe some major media issues in Nepal. What are the ethical considerations in print and electronic media in Nepal?

Group "B"

6×6=36

4. What are the functions of advertising?
5. Various aspects of advertising in mass communication.

6. What are the types of advertising?
7. Discuss practical models of propaganda.
8. What are the different phases of advertising practices?
9. What is a house journal? Describe it with examples.
10. Describe the role of public relations in a business organization.
11. What is the status of support services in Nepal?

Tribhuvan University, 2072

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. Describe the different types of lenses. Explain it with suitable examples.
2. What is depth of field in photography? Describe with examples.
3. Describe the different techniques of advanced news editing in the media. Why is editing process important to the news media in a developing country like Nepal?

Group "B"

6×6=36

4. What is exposure? Explain the role of aperture and shutter speed?
5. What are the differences between in depth and interpretative reporting in print media?
6. Describe the modern digitalization system of photography.
7. Describe the different principles and practices of re-writing for advanced news editing.
8. What are the processes of advanced news editing in a news media?
9. What does composition mean in photo journalism? Describe the 'rule of third' in photography?
10. What is investigative reporting?
11. What are the major controlling systems in a camera?

(JMC. 315) Radio Journalism

Full Marks: 70

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. What is the status of radio journalism in Nepal? Explain with example.
2. Why is interview important information for radio journalism? Describe it discussing various types of Radio interview.
3. Describe the various ethical considerations in radio program production. Explain with examples.

Group "B"

6×6=36

4. How is radio service operating in Nepal?
5. What are the problems that presenters face in outdoor broadcasting?
6. What are the tools and techniques for radio news gathering?
7. What is a radio magazine? Describe it with examples.
8. Why is vox pop important for a radio service?
9. Describe the merits and demerits of a live program.
10. Critically examine the program productions in FM radio in Nepal.
11. Write short notes on any TWO:

a. Script

b. Signature tune

c. Jingle

JMC 315 (Television Journalism)

Full Marks: 70

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×17=34

1. What is the role of television in society? Describe its growth and scope in Nepal.
2. What are the key features of camera operations? How does it relate to news collection techniques in television?
3. Explain the process of video editing for television. What are the ethical questions that reporters frequently face?

Group "B"

6×6=36

4. Explain the key steps of program production in television.
5. What are the principles of television news reporting?
6. What is sound system in television? Explain with examples.
7. What are the functions of lighting?
8. Describe the approaches of team work and one man journalism.
9. What are the steps of video documentary production?
10. Different types of television programs.

Tribhuvan University, 2072

Attempt any TWO questions from Group A and SIX from Group B.

Group "A"

2×19=38

1. How do you relate communication and mass communication? What is the role of mass communication in society? Explain.
2. Describe the development of FM radio journalism with reference to Nepal.
3. Who is a journalist? What are the duties and responsibilities of a newspaper journalist in Nepal?

Group "B"

6×7=42

4. What is the role and status of Press Council Nepal in the development of ethical journalism?
5. Describe the duties and responsibilities of journalists in the development country like Nepal.
6. What are the basic principles of broadcast journalism? Give examples.
7. Define journalists' code of conduct to promote ethical journalism in Nepal.
8. What is news analysis? Explain the styles of news analyses.
9. What is electronic news gathering?
10. Why is interview important for news media?
11. Write short notes on any TWO.
 - a. Letter press
 - b. Op-Ed page
 - c. Aawaj Daily