

3. Select the right option from the following statements and write on the answer script. 10×1

- a) Journalism is possible without media – True /False.
 - b) New media can be useful for sports journalism – True / False.
 - c) Commentary can be available in websites – True /False.
 - d) Advertisement helps live coverage – True /False.
 - e) TV channels become media partner in Sports events – True /False.
 - f) Sports is a specialised field of journalism – True / False.
 - g) Sports update may be available in mobile phone – True / False.
 - h) Sports personalities also act as model of advertisement – True / False.
 - i) Important sports events also appear in front page of newspaper – True / False.
 - j) Style of sports reporting has changed due to popularity of TV – True / False.
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M. PED. EXAMINATION, 2017

(2nd Year, 3rd Semester)

SPORTS JOURNALISM AND MASS MEDIA

PAPER - PG/MPCC - 302

Time : Three hours

Full Marks : 70

Answer *any three* questions

15×3

1. a) What is journalism ? What is sports journalism ? What are the objectives of sports journalism ? 5+5+5
- b) Detail the importance of journalism in the field of physical education and sports with example. 15
- c) Define Mass Media. What are the characteristics and function of Mass Media ? 5+10
- d) Do you think that the importance of photograph is increasing in the field of sports journalism ? Substantiate your view. 15
2. Write notes on *any two* of the following : 7½×2
 - a) Sports bulletin
 - b) Advertisement in Sports
 - c) Interview in Sports journalism
 - d) Sponsorship in Sports.