

E 1620

(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2018

Fourth Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—PRINT MEDIA AND JOURNALISM—II

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each carries 1 mark.

1. 5W's and 1 H in journalism was coined from the poem of _____.
2. What is beat ?
3. Name the newspaper which published stories on 'watergate scandal' occurred in US.
4. The opinion of the newspaper is reflected in _____.
5. _____ is helpful in getting feedback to newspapers.
6. Who invented printing press ?
7. Hour glass style of writing is suitable for _____.
8. 'The Afghan Girl' is a famous picture, photographed by _____.
9. 'Down to Earth' is a _____.
10. The RTI act was enacted in _____.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each carries 2 marks.

11. Embargo.
12. Copy tasting.
13. Cropping.
14. Typography.
15. Contempt of court ?
16. Caption and Cutline.

Turn over

17. Yellow Journalism.
18. Gutter.
19. Stylebook.
20. Proof Reading.
21. Jump.
22. Stand alone picture.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each carries 4 marks.*

23. 'Facts are sacred, comments are free'-Comment.
24. What is inverted pyramidal structure of news writing ?
25. What are the skill sets that are required for doing an interview ?
26. What is the role of a news editor in editorial department ?
27. Write an environmental report based on water scarcity in Kerala.
28. Write a letter to the editor on the ragging menace prevalent in campuses.
29. Distinguish between news and feature stories.
30. What is lead ? Explain four types of leads.
31. What is paid news ? Give examples.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each carries 15 marks.*

32. Write an essay on the origin and development of magazine journalism in India and abroad.
33. Critically analyse and compare the front pages of any two newspapers.
34. What are the features of a photo essay ? Suggest a photo essay on any of the traditional industries in Kerala with specific details.
35. Describe the functioning of a newspaper. both in terms of news gathering and news Processing.

(2 × 15 = 30)