

QP CODE: 19101427



Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, MAY 2019

Fourth Semester

B.A English Literature and Communication Studies Model III (Double Main)

Core Course - EN4CRT12 - PRINT MEDIA AND JOURNALISM 2

2017 Admission onwards

E492531F

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Crusade
2. AP
3. Blurb
4. Raghu Rai
5. Third editorial
6. Jump
7. News paper Layout
8. Review
9. Shobha De
10. Graphics
11. INKJET printing
12. Blog

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What do you know about page 3 journalism? Do you think yellow journalism is staging a comeback through page 3? Give your views.
14. What are the steps to remember while reporting a crime story?
15. Why do Community news reporting gain more importance today?





16. What is Electronic Editing
17. Write a note on Freelancing
18. Define feature. What are different types of features?
19. Explain the contents of a magazine
20. Discuss the future trends in the arena of Magazine journalism
21. Explain the Impact of technology on Photography

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Live coverage has made news a 24 hours business. Discuss the elements of news in the context of globalized world
23. Prepare an investigative story on child abuses in Kerala
24. Editorials reflect the opinion of the newspaper. Columnists offer independent opinion that could conflict with editorial opinion. Discuss the freedom to advocate any idea or action in the context of the freedom of the press.
25. What are special interest magazines? How are they categorized based on their content and target audience?

(2×15=30)

