



M 8756

Reg. No. :

Name :

II Semester B.A. Degree (CCSS – Supple./Improv.) Examination, May 2015
(2013 and Earlier Admn.)

COMPLEMENTARY COURSE IN JOURNALISM
2C02/3C02/4C02 JNL : Print Media Journalism

Time : 3 Hours

Max. Weightage : 30

PART – A

Answer **any 8** questions **not** exceeding **30** words. **Each** question carries **(8×1=8)**
1 weightage.

1. Splash
2. Straight news
3. Banner
4. Centre spread
5. Clean copy
6. Beat
7. Teaser
8. Tight story
9. X-ref
10. ABC
11. Vignette
12. Back numbers.

PART – B

Answer **any 5** questions **not** exceeding **150** words. **Each** question carries **(5×2=10)**
2 weightages.

13. Examine the essential ingredients of news.
14. Explain development journalism.

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15. What is inverted pyramid style ?
16. What are the rules to be followed in writing headlines ?
17. Explain the duties of a copy editor.
18. Explain the qualities needed to be a good news reporter.
19. Comment on National and International News Agencies.
20. What is interpretative reporting ?

PART - C

Answer **any 2** questions **not** exceeding **450** words. **Each** question carries **6** weightages.

(2x6=12)

21. Discuss the making of a newspaper.
22. Discuss the concept of news and explain news value.
23. Comment on the art of interviewing.
24. Examine the duties and responsibilities of a newspaper editor.

PART - B

Answer any 5 questions not exceeding 150 words. Each question carries 2 weightages.

(5x2=10)

13. Examine the essential ingredients of news.

14. Explain development journalism.