



M 8768

Reg. No. :

Name :

II Semester B.A. Degree (CCSS – 2014 Admn. – Regular)

Examination, May 2015

COMPLEMENTARY COURSE IN JOURNALISM

2C02 JNL : Print Media Journalism

Time : 3 Hours

Max. Marks : 40

PART – A

Write short notes on **any 5** questions. **Each** question carries **1** mark.

1. Beat
2. Copy Desk
3. Blurb
4. Angle
5. End note
6. Nut Graf
7. Sacred cow
8. Editorialise.

(5×1=5)

PART – B

Answer **all** questions. **Each** question carries **2** marks.

9. What is Yellow Journalism ?
10. Explain Inverted Pyramid Style.
11. What is Investigative Journalism ?
12. Explain Target Audience.

(4×2=8)

P.T.O.



PART – C

Answer **any 5** questions **not** exceeding **100** words. **Each** question carries **3** marks.

- 13. What are the different sources of news ?
- 14. Explain spot news reporting.
- 15. What are the qualities of a good reporter ?
- 16. What is an editorial ?
- 17. Explain the concept of citizen journalism.
- 18. What are the responsibilities of a sub-editor ?
- 19. Discuss hard news and soft news.

(5x3=15)

PART – D

Answer **any two** of the following **not** exceeding **350** words **each**. **Each** question carries **6** marks.

- 20. Explain the process of editing.
- 21. Discuss the different types of interviews.
- 22. What is news ? What are the important constituents of news ?
- 23. Examine the duties and responsibilities of an editor.

(2x6=12)

PART – B

Answer all questions. Each question carries 2 marks.

- 9. What is Yellow Journalism ?
- 10. Explain Inverted Pyramid Style
- 11. What is Investigative Journalism ?
- 12. Explain Target Audience.

(4x2=8)