

16U241

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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY-2017

(Regular/Supplementary/Improvement)

(CUCBCSS – UG)

**CC15U JOU1 C01 & JOU2 C01–INTRODUCTION TO COMMUNICATION AND
JOURNALISM & NEWS REPORTING AND EDITING**

(Complementary Course: Journalism)

(2015 Admission Onwards)

Time: Three Hours

Maximum: 80 Marks

Section A

Answer all the following. (Part I and Part II must be attended separately)

Part I

1. An exclusive story is also called a _____.
2. _____ is the one who decides to include or avoid a news story.
3. ENG stands for _____.
4. An example for a news agency is _____.
5. The first paragraph of a news story is called a _____.
6. A person who contributes for a newspaper regularly but not a direct employee is a _____.

(6 × ½ = 3 marks)

Part II

7. The space where the name of editor is written in a newspaper is _____.
8. A mix of information and entertainment brings a new coinage called _____.
9. Work assigned for a reporter around a specific area is _____.
10. Small box advertisements appearing in the two sides of the headline is the _____.
11. Pictorial representation of an idea using movie clips in new media platform is a _____.
12. Article 499 that is of high discussion in today's media is _____.

(6 × ½ = 3 marks)

Section B

Answer any five of the following from each part.

Part I

13. I.C.T.
14. E.M.M.R.C.
15. Right to Information
16. Sting operation
17. Solus Ad
18. Mini DV

(5 × 2 = 10 marks)

Part II

19. Caricature
20. Advert- news
21. Sub head
22. Paparazzi
23. Reuters
24. Edit article

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part.

Part I

25. Explain Westley & McLean mass communication model?
26. Differentiate between intrapersonal and interpersonal communication.
27. What is the role of television in creating an opinion in the society?
28. Enumerate some qualities of new media.

(3 × 5 = 15 marks)

29. Explain the possibilities of special interest magazines?
30. Observe the qualities of a good news story.
31. What are the benefits in using photograph for a news story?
32. Elucidate the scope of radio news.

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

Part I

33. Discuss the organizational structure of a television station and explain the role of key personalities.
34. Critically explain the easiness of information exchange in a technologically developed scenario.

(1 × 12 = 12 marks)

Part II

35. Comment on the edit page of a newspaper and its relevance.
36. How does social media turn into a social and political tool for the grass root level people? Criticize.

(1 × 12 = 12 marks)

(6 × 5 = 3 marks)