

21U341

(Pages: 2)

Name: .....

Reg.No: .....

**THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2022**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U JOU3 C01 - JOURNALISTIC PRACTICES**

(Journalism - Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

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

1. Media convergance.
2. The editor is the kingpin of a newspaper and he is responsible for the \_\_\_\_ and \_\_\_\_ of the newspaper.
3. Objectivity of news.
4. Exclusive.
5. Inverted pyramid structure.
6. Citizen journalism.
7. PTI offers news service in \_\_\_\_ and \_\_\_\_.
8. Mention two principles of effective reporting.
9. Design editing.
10. Banner.
11. What does a news agency supply? Who are the clients of a news agency?
12. Dummy.
13. Brand name.
14. Advertising copy.
15. Jingle.

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Qualities of a sub-editor.

17. 'Freelance journalism is practiced by many people as a pure passion'. Share your thoughts.
18. What is a review? What are the important points to be kept in mind while preparing a review?
19. Prepare a short essay on the functions of PRO.
20. Expand and explain PRSI and IPRA.
21. Discuss the evolution of advertising around the globe.
22. Explain the functions of advertising.
23. Comment your understanding on the concept of 'advertorial'.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

Answer any *two* questions. Each question carries 10 marks.

24. Make a comparative study among editorials, middles and articles.
25. 'Completeness of information and fact checking are inevitable for balanced reporting and quality editing'. Explain.
26. Explain the significance of PR campaign and the steps involved in an effective PR campaign.
27. 'Advertising is a creative marketing strategy that encourages healthy competition'. Elaborate with suitable examples.

**(2 × 10 = 20 Marks)**

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