

23U240S

(Pages: 3)

Name: .....

Reg. No; .....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024**

(CUCBCSS – UG)

**CC17U JOU1 C01 / CC17U JOU2 C01 - INTRODUCTION TO COMMUNICATION AND JOURNALISM AND NEWS REPORTING AND EDITING**

(Journalism – Complementary Course)

(2017, 2018 Admissions - Supplementary)

Time: Three Hours

Maximum: 80 marks

*(Part I and II must be answered separately)*

**Section A**

Answer **all** questions from each part. Each question carries ½ marks.

**Part I**

1. An \_\_\_\_\_ is a breaking news reported by the journalist or news organisation before others.  
(by-line, jingle, exclusive, primetime)
2. Final Cut Pro is a software used for \_\_\_\_\_.  
(video editing, photoshop, shopping, grammar-check)
3. An OB van is used for \_\_\_\_\_.  
(editing, voice recording, lightroom, live broadcast)
4. Thomson Reuters is a \_\_\_\_\_.  
(advertising agency, news agency, PR agency, TV channel)
5. Structure of a news is represented by an \_\_\_\_\_ pyramid.  
(inverted, straight, hour-glass, slanting)
6. Nurses' agitation of Kerala gained momentum using \_\_\_\_\_ media.  
(TV, Radio, newspaper, digital)

**(6 × ½ = 3 Marks)**

**Part II**

7. The name of the newspaper written on the front page is called a \_\_\_\_\_.  
(editorial, middle, masthead, classified)
8. Journalism that happens by paying the news source is \_\_\_\_\_.  
(advertising, PR, paid-news, CC)
9. A journalist who works on a contract basis is called a \_\_\_\_\_.  
(stringer, photo-journalist, editor, freelance)

(1)

**Turn Over**

10. Casual, personal and \_\_\_\_\_ are the three stages of interpersonal communication.

(group, intimate, dual, mass communication)

11. Expand PTI

(Press Trust of India, Press Team Ireland, Periodical Trust Indonesia, None of these)

12. Sub-editor is the \_\_\_\_\_ of the newspaper.

(unsung hero, chief, head, proprietor)

(6 × ½ = 3 Marks)

### Section B

Answer any *five* questions from each part. Each question carries 2 marks.

#### Part I

13. Reels.

14. Editorial.

15. Cartoon.

16. Blurb.

17. Classified.

18. Article 19 (1) A.

(5 × 2 = 10 Marks)

#### Part II

19. The Common Man.

20. Infographic.

21. NDTV

22. Investigative Journalism.

23. Travelogue.

24. Prime Time.

(5 × 2 = 10 Marks)

### Section C

Answer any *three* questions from each part. Each question carries 5 marks.

#### Part I

25. Differentiate interpersonal communication and group communication.

26. Discuss folk arts as an effective communication tool.

27. Discuss the impact of social media on Jasmine revolution.

28. Explain Shannon and Weaver model of communication.

(3 × 5 = 15 Marks)

#### Part II

29. Explain beat reporting.

30. Elaborate the role of a sub-editor.

31. Explain middle and article.

32. Inverted pyramid style of writing.

(3 × 5 = 15 Marks)

### Section D

Answer any *one* question from each part. The question carries 12 marks.

#### Part I

33. Explain the steps involved in writing a review.

34. Does the dependence on advertisements affect the ethics and integrity of journalism?

Comment your observation.

(1 × 12 = 12 Marks)

#### Part II

35. Elucidate the organisational structure of a newspaper.

36. List out and explain the contents of a newspaper.

(1 × 12 = 12 Marks)

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