

22U441

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Name: .....

Reg.No: .....

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

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U JOU4 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. A sub-editor is also known as \_\_\_\_ and he/she has been described as the \_\_\_\_ to the story.
2. Objectivity of news.
3. Obituary.
4. Seasonal feature.
5. Kaakadrushti.
6. Beat.
7. Expand GNA and MENA.
8. Creative editing.
9. Digital divide.
10. What does a news agency supply? Who are the clients of a news agency?
11. Proportion.
12. Expand and define PR.
13. Brand name.
14. Advertising copy.
15. Jingle.

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. What is photo journalism? Comment on the role and ethics of a photojournalist.

17. Discuss the role of a PR team in the modern society.
18. What is a house journal? What are the steps towards the realization of an effective house journal?
19. Discuss the Indian code of ethics followed by the PR practitioners in the country.
20. Briefly explain the history of advertising in India.
21. Explain the basic departments of an ad agency.
22. What is an advertising campaign? How is it important as a promotional strategy? Elaborate.
23. Explain the basic ethical principles of advertising.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Discuss in detail the structure and functioning of the editorial department of a newspaper.
25. Are the Indian newspapers after acute sensationalism? Comment your views in the light of the media activism of the contemporary newspapers.
26. Prepare six different headlines to be given to a news story that reports the floods in different parts of Kerala.
27. Write an essay on the effects of advertising upon children.

**(2 × 10 = 20 Marks)**

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