

C 83073

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Name.....

Reg. No.....71

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2015

(CUCBCSS-UG)

Complementary Course

**JOU 1C01/JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING**

Time : Three Hours

Maximum : 80 Marks

Section A

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

PART I

1. _____ is a word processing software.
2. In India, AIR and DD are controlled by _____.
3. Investigative reporting using hidden camera is called _____.
4. _____ is the conversion of a text from one script to another.
5. Detailed, in-depth stories carried in the magazine section of the newspaper is called _____.
6. What is a scoop ?

(3 marks)

PART II

*Answer all questions with one word.
Each question carries 1.5 mark.*

7. _____ is a micro-blogging site.
8. International Film festival conducted annually in Kerala is known as _____.
9. _____ is an informational site published on the World Wide Web and consisting of discrete entries typically displayed in reverse chronological order.
10. Story telling' in news writing means _____.
11. Who is the CEO of Prasarbharati ?
12. The satirical magazine Charlie Hebdo is published from _____.

(3 marks)

Turn over

Section B

Answer any five of the following from each part.

PART I

13. Advertorial.
14. Hour glass style of reporting.
15. What is middle article ?
16. PTI.
17. What is lead ?
18. Paid news.

(5 × 2 = 10 m)

PART II

19. Semantic noise.
20. Search engine.
21. What is a homepage ? Elaborate.
22. What are the reasonable restrictions of the freedom of the Press in India ?
23. What are the advantages of Print media ?
24. What is SMCR model of communication ?

(5 × 2 = 10 m)

Section C

Answer any three of the following from each part.

PART I

25. Discuss the qualities of a sports correspondent.
26. Write a brief note on an international news agency.
27. What are the general principles of editing ?
28. Define feature story.

(3 × 5 = 15 m)

PART II

29. Describe the organizational setup of All India Radio.
30. Offer your opinion about the private FM radio station of Kerala.
31. Write a note on the new trends in new media.
32. Is there an exclusive Indian model of communication ? Elaborate.

(3 × 5 = 15 m)

Section D

Answer any one of the following from each part.

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PART I

33. Analyse critically an investigative story published recently in a Malayalam newspaper.
34. Write the profile of a person well known to you.

(1 × 12 = 12 marks)

PART II

35. What is the role of a journalism in a democratic society ? Discuss in detail.
36. Prepare an outline of the ethics to be observed by the Journalism.

(1 × 12 = 12 marks)