

5U241

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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, JUNE 2016

(CUCBCSS – UG)

(Complementary Course: Journalism)

CC15U JOU1 C01 & JOU2 C01–INTRODUCTION TO COMMUNICATION AND

JOURNALISM & NEWS REPORTING AND EDITING

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

Section A

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

Part I

1. A scoop is an _____.
2. Photoshop is a software to _____ photographs.
3. On the spot television broadcasting is done using a _____.
4. P.T.I. is a news _____.
5. Structure of a news is represented by an _____ pyramid.
6. Arab spring is a signatory example for the power of _____ media.

(6 × ½ = 3 marks)

Part II

7. The name of a journalist written in the beginning of a news story is the _____.
8. Journalism that happens by paying the news source is _____.
9. The place where old copies of newspaper is archived is a _____.
10. A major advertisement appearing in the full front page of a newspaper is a _____.
11. Professional name for the photographer of a newspaper is _____.
12. Journalism using false identity to bring out a news is called _____.

(6 × ½ = 3 marks)

Section B

Answer any five of the following from each part.

Part I

13. Advertorial
14. Victors
15. Article 19 (1) a
16. News desk
17. N.C.T.
18. Full HD

(5 × 2 = 10 marks)

Part II

19. News agency
20. Live
21. Box item
22. Supplements
23. Columnist
24. Lead story

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part.

Part I

25. Explain the functions of mass communication.
26. Enumerate the different types of communication.
27. What are the skills required for a news presenter in a television?
28. Compare the traditional media and new media.

(3 × 5 = 15 marks)

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Part II

29. Explain the merits and demerits of citizen journalism.
30. What are the measures to avoid bias in reporting news?
31. Blogs are the platform for free expression, comment.
32. Elucidate defamation and its relevance in Indian context.

Maximum: 80 Marks

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

Part I

33. Explain the merits and demerits of print media with special reference to tabloids.
34. Observe the new trends in electronic media production.

(1 × 12 = 12 marks)

Part II

35. Film is the strongest medium for mass communication, comment with examples.
36. Elucidate the scope of freedom of speech and expression in Indian constitution.

(1 × 12 = 12 marks)

(6 × 1/2 = 3 marks)