

23U324

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Name:

Reg.No:

THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2024

(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. The relationship between an ____ and ____ need not be smooth always
2. News editor is in charge of the ____ and his major responsibility is the selection of ____.
3. News Bureau.
4. Exclusive.
5. In a review, you should write for the ____, and you can also express your ____.
6. Citizen journalism.
7. Mention any two qualities of a good news report.
8. Deck.
9. Explain the concept of news agency.
10. CSR
11. PSA
12. DAVP is headed by ____ and its headquarters is at ____.
13. Blurb.
14. Contextual advertising.
15. ASCI

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Every newspaper organization is essentially a business enterprise too.' Comment.
17. Stringers are inevitable for extreme local news coverage.' Comment.

18. Differentiate inverted pyramid structure and hour glass structure.
19. Authenticity of a news story is directly connected with the news sources.' Elaborate.
20. What is sub-editing? Mention and explain the three basic types of subediting.
21. Discuss the role of a PR team in the modern society.
22. Discuss the basic qualities required for a PRO.
23. Briefly explain the history of advertising in India.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Advertising is a creative marketing strategy that encourages healthy competition.' Elaborate with suitable examples
25. What is the importance of language and content quality in a newspaper? Substantiate your views with suitable examples.
26. Does the PR practitioners have to follow a code of conduct? Elaborate your points in the light of ethical principles advocated in PR
27. Is there any possibilities for malpractices in advertising? Share your views in the light of the ethical standards advised in advertising.

(2 × 10 = 20 Marks)
