

22U540

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER B.A DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN5 B08 - PRINT MEDIA

(Functional English - Core 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. What is mass communication?
2. Explain the educational function of mass media.
3. What are the different types of mass media?
4. What is scoop in journalism?
5. What is libel?
6. Write any two elements of news.
7. Write two differences between editorials and news stories.
8. What is dead line?
9. Write any two reasons why editing is needed?
10. What is cutting to fit?
11. What is AP?
12. What is gutter space in newspaper?
13. Write two newspapers started by Gandhiji.
14. What are the newspapers of Raja Ram Mohan Roy?
15. Which is the first newspaper in Malayalam?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the objectives of journalism?
17. Hard news and soft news.

18. Various types of summary leads.
19. Different types of features.
20. Importance of headlines in a newspaper.
21. News qualities.
22. Write a note on beginnings of Indian Journalism.
23. Gandhiji and Indian Journalism.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Television and radio as mass media.
25. Write an essay on design and make up.
26. Write an essay on review writing.
27. Press in post independent India.

(2 × 10 = 20 Marks)
