

**23U536**

(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2025**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19UFEN5B08 - 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. Write any two types of mass media in Print.
2. Write any two characteristics of new media.
3. Write two advantages of television as a mass medium.
4. What is predictable news?
5. What is a figurative lead?
6. What are the different types of features?
7. What is a review?
8. What is a wordy copy?
9. How do you define a good headline?
10. What are news agencies?
11. What is gutter space in print media?
12. What are fillers?
13. How did Hicky describe his newspaper?
14. Name some common beats of reporters.
15. Who is a citizen journalist?

**(Ceiling: 25 Marks)**

**Part B (Paragraph questions)**

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

16. Mass media functions.

17. Media ethics.
18. Write different news elements with examples.
19. Inverted pyramid style.
20. Editorials.
21. Different aspects of design and layout of the newspaper.
22. Write a note on history of press in India.
23. Indian Press and freedom movement.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Write an essay on mass communication and its functions.
25. Write an essay on different aspects of editing.
26. Write an essay on review writing.
27. Influence of press in Indian freedom movement.

**( $2 \times 10 = 20$  Marks)**

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