

19U327

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Name: .....

Reg.No: .....

**THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2020**

(CBCSS - UG)

**CC19U JOU3 C01 - JOURNALISTIC PRACTICES**

(Complementary Course)

(2019 Admission - Regular)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. The editing and reporting sections are headed by \_\_\_\_\_ and \_\_\_\_\_ respectively.
2. The editor is the kingpin of a newspaper and he is responsible for the \_\_\_\_\_ and \_\_\_\_\_ of the newspaper.
3. Freelance journalist.
4. Deadline.
5. Investigative journalism.
6. Mention any two qualities of a good news report.
7. Design editing.
8. Explain the concept of news agency.
9. PageMaker.
10. Expand and define PR.
11. Define Corporate Communication.
12. Town criers.
13. Define Advertising Agency.
14. Strapline.
15. Expand ISA and mention the year of establishment.

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. An editorship is not a bed of roses and has never been.' Explain.
17. Qualities of a reporter.
18. What is a review? What are the important points to be kept in mind while preparing a review?
19. How does an experienced reporter arrive at a perfect news story? What are the questions to be asked to get the right information?
20. Discuss in detail the important tips for writing effective captions.
21. Discuss the Indian code of ethics followed by the PR practitioners in the country.
22. Explain the advertising layout formula advocated by David Ogilvy.
23. Share your ideas about copywriting for commercials.

**(Ceiling: 35 Marks)**

**Part C** (Essay questions)

Answer any *two* questions. Each question carries 5 marks.

24. Analyse in detail the news determinants.
25. Prepare a feature on any of the contemporary social issues of your choice.
26. Prepare an editorial for a national daily on any of the relevant topics.
27. Explain the role of advertising in promoting a product in the light of functions of advertising.

**(2 × 10 = 20 Marks)**

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