

20U327

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Name:

Reg.No:

THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2021

(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. Editorial department.
2. A sub-editor should have a ____ and ____.
3. Chief reporter.
4. Warfront journalism.
5. Conflict.
6. Travelogue.
7. Article.
8. Design editing.
9. Explain the concept of news agency.
10. PRO
11. Brand name.
12. Calcutta General Advertiser.
13. Market research.

14. Trademark.
15. Popu-up & pop-under.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. How does a news story attract readers' attention? Mention and explain some of the basic elements.
17. What is a beat? Explain different types of beats.
18. Types of headlines.
19. Write about the basic guiding principles of newspaper layout.
20. History of PR.
21. Prepare a short essay on the functions of PRO.
22. Briefly explain the responsibilities of an ad agency.
23. Differentiate ISA and AAI.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Make a comparative study among editorials, middles and articles.
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. How does advertising affect the society? Explain with special reference to the effects of advertising.

(2 × 10 = 20 Marks)
