

**19U533**

(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS - UG)

**CC19U FEN5 B08 - PRINT MEDIA**

(Functional English - Core 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. What is mass communication?
2. Explain the educational function of mass media.
3. What is a blooper?
4. What is style book?
5. What are the different types of news based on region?
6. Explain inverted pyramidal format.
7. What is a bullet intro?
8. What is an action editorial?
9. What is a kicker headline?
10. What is nameplate?
11. What are news agencies?
12. Explain the term 'bleed' in newspaper.
13. What is a jumping news story?

14. What are the alternate names of Bengal Gazette?
15. Which is the oldest surviving newspaper in Malayalam?

**(Ceiling: 25 Marks)**

**Part B (Paragraph questions)**

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

16. Media convergence.
17. Journalistic ethics.
18. Different types of features.
19. Writing reviews.
20. Why editing is needed in journalism?
21. Page make up.
22. Write a note on history of press in India.
23. Gandhiji as a journalist.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Write an essay on various types of mass media.
25. Write an essay on news and elements of news.
26. Write an essay on special leads.
27. Press in pre independent India.

**(2 × 10 = 20 Marks)**

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