

19U460

(Pages: 2)

Name:

Reg.No:

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(CBCSS - UG)

CC19U JOU4(3) C01 - JOURNALISTIC PRACTICES

(Journalism - 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 editor is the kingpin of a newspaper and he is responsible for the ____ and ____ of the newspaper.
2. Bureau Chief.
3. Freelance journalist.
4. Fact finding.
5. In a review, you should write for the ____, and you can also express your ____.
6. Paid journalism.
7. Armchair.
8. Mention any two qualities of a good news report.
9. Design editing.
10. Masthead.
11. What does a news agency supply? Who are the clients of a news agency?
12. Proportion.
13. CSR

14. Advertising copy.
15. Contextual advertising.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Differentiate chief editor and news editor.
17. Qualities of a sub-editor.
18. 'Features talk to the readers' minds directly'. Comment.
19. Discuss the role of a PR team in the modern society.
20. Explain the PR activities conducted by the state and central governments of India.
21. Briefly explain the history of advertising in India.
22. Briefly explain the responsibilities of an ad agency.
23. What is an advertising campaign? How is it important as a promotional strategy? Elaborate.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Analyse in detail the news determinants.
25. Prepare an essay about the art of editing.
26. Explain the significance of PR campaign and the steps involved in an effective PR campaign.
27. How does advertising affect the society? Explain with special reference to the effects of advertising.

(2 × 10 = 20 Marks)
