

21U244S

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Name:

Reg. No:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022
CC17U JOU1 C01/CC17U JOU2 C01 – INTRODUCTION TO COMMUNICATION
AND JOURNALISM & NEWS REPORTING AND EDITING

(Journalism - Complementary Course)

(2017, 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

SECTION A

Answer *all* questions from each part. Each question carries ½ marks.

(Part I and Part II must be attended separately)

PART I

1. Is the largest circulated vernacular newspaper in India. (Dinathanthi, Ee Nadu, Malayala Manorama, Dainik Bhaskar)
2. PTI stands for _____
(Press Trust of India, Press Telecom and Information, Point Telecom Interface, Press Trust International)
3. In communication models, element 'Noise' was introduced by _____ (Shannon & Weaver, Aristotle, Lasswell, Osgood & Schramm)
4. is usually at the top of the story, that names the author. (Beat, Banner headline, By-line, Body)
5. Cover sports stories.
(Sports journalists, Beat reports, Investigative journalists, Anchors)
6. Is the first 24*7 news channel in Malayalam.
(India Vision, News 24*7, Asianet News, Janam TV)

(6 × ½ = 3 Marks)

PART II

7. Adobe Audition is a _____ software.
(Audio editing, Video editing, image editing, page making)
8. Is the total number of copies of a publication delivered to news-stands, vending machines and subscribers?
(Conglomerates, Filler, Handout, Circulation)
9. Creative editing focusses on the use of _____ (Graphics, writing style, Advertisements, Language)
10. Feedback is instantaneous in _____ communication. (Group, Public, Interpersonal, Transpersonal)
11. Expand RTI
(Rights of Telecom Industry, Right to Information Act, Rights of Telecommunication and Information)

12. Is the name of the publication displayed on top of the first page?
(Mast-Head, By-line, Edge line, Blurp)

(6 × ½ = 3 Marks)

SECTION B

Answer any *five* questions from each part. Each question carries 2 marks.

PART I

13. Micro-blogging sites
14. Censorship
15. Editorial
16. Inverted Pyramid
17. Paid News
18. Article 19(2)

(5 × 2 = 10 Marks)

PART II

19. Freelance
20. Action-oriented editorial
21. Layout
22. Reuters
23. Sting operation
24. 5W's and 1H

(5 × 2 = 10 Marks)

SECTION C

Answer any *three* questions from each part. Each question carries 5 marks.

PART I

25. Write a short note on sting operation with examples from India.
26. What are the general rules of editing?
27. How effective is social media in news dissemination?
28. Explain Lasswell's model of Communication.

(3 × 5 = 15 Marks)

PART II

29. Explain Citizen Journalism
30. What is beat reporting?
31. Differentiate between editorial and advertorial.
32. What are the three main categories of editing?

(3 × 5 = 15 Marks)

SECTION D

Answer any *one* question from each part. Each question carries 12 marks.

PART I

33. Explain the role played by chief-reporter and editor in the success of a newspaper.
34. How does print advertisements affect good quality reporting and journalism?

(1 × 12 = 12 Marks)

PART II

35. Define interview. How can a journalist get necessary information and details from an interviewee?
36. Write short notes on major international and Indian news agencies.

(1 × 12 = 12 Marks)
