

20U456

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Name:

Reg.No:

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U JOU4 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. The relationship between an _____ and _____ need not be smooth always.
2. What does the news editor decide in consultation with the chief reporter?
3. Sports journalism.
4. Straight news.
5. Editorial.
6. Biased reporting.
7. Armchair.
8. Mention two principles of effective reporting.
9. Explain the concept of news agency.
10. Expand and define PR.
11. Calcutta General Advertiser.
12. PSA
13. DAVP has two regional offices at _____ and _____.
14. Behavioural targeting.
15. AAI

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Qualities of a reporter.
17. Differentiate inverted pyramid structure and hour glass structure.
18. What is sub-editing? Mention and explain the three basic types of subediting.
19. Discuss the points to be remembered while preparing headlines for stories.
20. Types of editorials.
21. Objectives of layout.
22. Tools of PR
23. Explain the functions of advertising.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. The chief editor and news editor together can do wonders in news production.' Comment in the light of their responsibilities.
25. Review any three advertisements of your choice.
26. Share your observations about the importance of editing in a newspaper. Explain the general rules of editing.
27. Explain the significance of PR campaign and the steps involved in an effective PR campaign.

(2 × 10 = 20 Marks)
