

22U239S

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Name: .....

Reg. No: .....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023**

(CUCBCSS - UG)

**CC17U JOU1 C01 / CC17U JOU2 C01 – INTRODUCTION TO COMMUNICATION AND JOURNALISM AND 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 mark.

**PART I**

1. \_\_\_\_\_ is the most watched news channel in India.  
(NDTV, CNN India, Aaj Tak, Asianet News)
2. BBC stands for \_\_\_\_\_  
(British Broadcasting Corporation, British Broadcasting Company, Byline Broadcasting & Co, Beyond Boundaries Corporation)
3. Stimulus response theory is also known as \_\_\_\_\_  
(Magic Bullet theory, Circular theory, Linear theory, Bi-directional theory)
4. Aristotle's model of communication focused on \_\_\_\_\_  
(inter-personal communication, public speaking, group communication, focused interactions)
5. \_\_\_\_\_ is an undercover reporting done by media to unearth evils and corruptions pertaining in the society.  
(Breaking News, Sting operation, Beat reporting, investigative journalism)
6. \_\_\_\_\_ is the most popular Malayalam TV channel.  
(MMTV, Asianet, Surya, Kairali)

**(6 × ½ = 3 Marks)**

**PART II**

7. VITA is a software used for \_\_\_\_\_  
(Sound mixing, video editing, graphics, animation)
8. RK Laxman, the famous cartoonist is known for the creation \_\_\_\_\_  
(Amul girl mascot, The common man, Kakadrishti, Bobanum Moliyum)
9. The act of suppressing a text or part of a text in order to avoid a controversy is known as \_\_\_\_\_  
(Circulation, Clutter, censorship, Byline)

(1)

**Turn Over**

10. Opening paragraph of news story is called \_\_\_\_\_  
(Middle, Editorial, Lead, Obituary)
11. Newspaper half the size of the broadsheet is known as \_\_\_\_\_  
(Tabloid, Magazine, fortnightly, pamphlet)
12. \_\_\_\_\_ is illegal recording and sale of copyrighted material.  
(Feedback, scoop, piracy, yellow journalism)

(6 × ½ = 3 Marks)

**SECTION B**Answer any *five* questions from each part. Each question carries 2 marks.PART I

13. Youtube.
14. Caption.
15. Letters to Editor.
16. Sting Operation.
17. RTI
18. Contempt of Court.

(5 × 2 = 10 Marks)

PART II

19. Sub-editor.
20. Interpretative Editorial.
21. Hour Glass.
22. Beat Reporting.
23. Pagination.
24. Teleprompter.

(5 × 2 = 10 Marks)

**SECTION C**Answer any *three* questions from each part. Each question carries 5 marks.PART I

25. Explain the dysfunctions of mass communication.
26. What are the advantages of new media over the traditional media?
27. What are the qualities of a successful editor?
28. What are the various steps involved in editing a newspaper report?

(3 × 5 = 15 Marks)

(2)

PART II

29. Are sting operations ethical? Substantiate your views with suitable examples.
30. How to write good captions for news articles?
31. Instagram and YouTube are ideal platform for content creation and exhibition. Comment.
32. Explain Article 19(1)A and Article 19(2).

(3 × 5 = 15 Marks)

**SECTION D**Answer any *one* of the following from each part. Each question carries 12 marks.PART I

33. Trace the evolution of inverted pyramid style news writing. Discuss its advantages and disadvantages.
34. Explain the importance of headlines. What are the various types of headlines?

(1 × 12 = 12 Marks)

PART II

35. What are the latest trends in online news media?
36. What is paid news? How does it affect good quality reporting and journalism?

(1 × 12 = 12 Marks)

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(3)