

21U441

(Pages: 2)

Name:

Reg.No:

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023

(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. News editor is in charge of the ____ and his major responsibility is the selection of ____.
3. Fourth Estate.
4. Exclusive.
5. Middle.
6. On the record.
7. Mention any two qualities of a good news report.
8. Creative editing.
9. What does a news agency supply? Who are the clients of a news agency?
10. Brand name.
11. Calcutta General Advertiser.
12. Client briefing.
13. DAVP has two exhibition workshops at ____ and ____.
14. Logo and Logotype.
15. IPRA

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Analyse in detail the structure of editing section.
17. Responsibilities of a chief reporter.

18. Guidelines for writing effective leads.
19. When does a sting operation become ethical? Share your observations in the light of the merits and demerits of sting operations with suitable examples.
20. Discuss the points to be remembered while preparing headlines for stories.
21. Prepare a short essay on the functions of PRO.
22. Expand and explain PRSI and IPRA.
23. Discuss the Indian code of ethics followed by the PR practitioners in the country.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Write a travelogue from any of your favourite journeys in not more than 300 words.
25. Share your observations about the importance of editing in a newspaper. Explain the general rules of editing.
26. Write an essay on the effects of advertising upon children.
27. Write seven different captions for an advertisement of a different products.

(2 × 10 = 20 Marks)
