

22U342

(Pages: 2)

Name:

Reg.No:

THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U JOU3 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. Chief sub-editor.
3. Beat management.
4. Condensing and trimming.
5. Feature.
6. Off the record.
7. NCNA
8. Creative editing.
9. Masthead.
10. Digital divide.
11. Media management.
12. Brand name.
13. Client briefing.
14. Strapline.
15. Contextual advertising.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Mention and explain the three departments of a newspaper.

17. Stringers are inevitable for extreme local news coverage.' Comment.
18. Objectives of layout.
19. History of PR.
20. Discuss the role of a PR team in the modern society.
21. Discuss the evolution of advertising around the globe.
22. Expand and explain DAVP and ASCI.
23. Explain the basic ethical principles of advertising.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Prepare a profile of any of the socially relevant personalities of your choice.
25. Completeness of information and fact checking are inevitable for balanced reporting and quality editing.' Explain.
26. Does the PR practitioners have to follow a code of conduct? Elaborate your points in the light of ethical principles advocated in PR.
27. Write an essay on the effects of advertising upon children.

(2 × 10 = 20 Marks)
