

21U536

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN5 B08 - PRINT MEDIA

(Functional English - Core 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. What is mass communication?
2. What is media convergence?
3. What is media ethics?
4. What is journalism?
5. Define news.
6. What is a punch lead?
7. What are news features?
8. What is credit line?
9. What is an unprofessional copy?
10. What are the elements of newspaper layout?
11. What is DTP?
12. What is Reuters?
13. What does stet signify in editing?
14. Who is considered as the founder of Nationalist Press in India?
15. What is breaking news?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Television as a mass medium.
17. Social media.

18. Inverted pyramid style.
19. Different types of editorials.
20. What are the different processes of editing?
21. Hot type and cold type.
22. Beginning of Indian Journalism.
23. Hicky's Gazette.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Write an essay on mass media and its functions.
25. Write an essay on different types of news.
26. Write an essay on headlines in newspapers.
27. Influence of press in Indian freedom movement.

(2 × 10 = 20 Marks)
