

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA



COMPLEMENTARY COURSE IN JOURNALISM

FOR BA ENGLISH LITERATURE & MALAYALAM

**(CHOICE BASED CREDIT AND SEMESTER SYSTEM FOR
UNDERGRADUATE CURRICULUM)**

UNDER THE FACULTY OF ARTS

SYLLABUS

(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2019 – '20 ONWARDS)

BOARD OF STUDIES IN JOURNALISM (UG)

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA - 680125, KERALA, INDIA

JUNE, 2019

SEMESTER 1

JOU1(2)C01 - INTRODUCTION TO COMMUNICATION & JOURNALISM

Number of Credits: 4

Number of Contact hours: 6

Course Outline

Module I: Fundamentals of communication

Definitions of communication, elements of communication, types of communication, functions and dysfunctions of mass communication; Models of Communication - Aristotle, Shannon and Weaver, Lasswell, Schramm and Berlo; Normative theories; Magic Bullet theory.

Module II: Different Media

Print media –advantages and limitations of print media, Challenges faced by Print Media.

Electronic media and film: characteristics of radio and television – strengths and limitations of radio and television, F.M radio, Community radio, radio on mobile; 24X7 News Channels in India. – Communication aspect of film.

New media: Definitions- characteristics of new media – evolution of internet – online media platform: blog – online newspapers – citizen journalism – social media- troll. Impact of New media on other media

Module III: Freedom of the press

Freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation; Right to Information Act, Media ethics; contempt of court, Film Censorship and CBFC, Plagiarism, sting operations.

Module IV: Evolution of Indian press

Evolution of Print Media world-wide; Evolution of Indian Press: James Augustus Hicky – James Silk Buckingham – Serampore missionaries – Raja Ram Mohan Roy – freedom movement and the press – Gandhi as a journalist – press in the post-independence period Press Commissions, Press Council of India, Press during the Internal Emergency, Contemporary Press in India: Paid News, Corporatisation of media.

Module V: History of Malayalam press

Rajya samacharam – Paschimodayam – Jnana Nikshepam Western Star and Paschima Tharaka; Deepika– Kerala Mithram – Kerala Patrika – Malayala Manorama – Mathrubhumi – Kerala Kaumudi – Al-Ameen – Deenabhandu; Early Literary publications in Malayalam; Early Women’s publications in Malayalam; Publications by political and religious organizations, Malayalam press during the Freedom Struggle.

Module VI: Legends of journalism

Prominent personalities of Indian journalism- S.Sadanand, Ram Nath Goenka, Pothan Joseph, Kuldeep Nayyar, Leela Menon, Legends of Malayalam Journalism: Hermann Gundert – Kandathil Varughese Mappillai – Swadeshbhmani Ramakrishna Pillai – Kesari Balakrishna Pillai – K.P. Kesava Menon – V.K.

Madhavan Kutty, C.V.Kunhiraman, K. Jayachandran, T N Gopakumar.

Reference

1. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail and Sven Windahl: Communication Models.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. Dr. J V Vilanilam : Mass Communication in India.
6. GNS Raghavan, _The Press in India‘.
7. Robin Jeffrey, India‘s Newspaper Revolution‘.
8. Puthupally Raghavan, Kerala Pathrapravarthana Charithram‘.
9. M.V.Thomas, Bharathiya Pathracharithram‘, Bhasha Institute.
10. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.

Further Reference

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra : Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppuswami : Communication and Social Change.
4. Rangaswami Parthasarathy, Journalism in India‘.
5. Dr.Nadig Krishna Murthy, Indian Journalism‘.
6. Mehra Masani, Broadcasting and the People‘.
7. G.C.Aswathy, Broadcasting in India‘.
8. Amanas Ramachandran Nair, Chalachithra Padhanagal‘.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

1. Class Tests: 8
2. Assignment: 4
3. Seminar Presentation: 4
4. Class room participation based on attendance: 4

II. Semester end examination: 80 Marks

Model Question Paper

FIRST/SECOND SEMESTER BA DEGREE EXAMINATION
Complementary Course
JOU 1(2) CO1 INTRODUCTION TO COMMUNICATION

Time: 2.5 hours

Max. Marks: 80

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Feedback
2. Aristotle's model of communication
3. Intrapersonal communication
4. The Hindu
5. Kerala Pathrika
6. Censor certificates given by Indian Censor Board
7. Bengal Gazette
8. Keralamithram
9. Troll
10. Young India
11. Benjamin Bailey
12. RTI
13. Community Radio
14. Citizen Journalism
15. Paid News

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. Explain Shannon and Weaver model with diagram.
17. Examine the relevance of Magic bullet theory
18. What is Right to Information Act?
19. What are the contributions of Mahatma Gandhi to Indian Journalism?
20. Explain the working of first Press Commission.
21. Explain the specialities that make Television unique.
22. Briefly describe the evolution of Mathrubhumi daily
23. Briefly describe major political publications published in Malayalam.

SECTION C

Answer any 2 out of 4.

24. What are the functions and dysfunctions of mass communication?
25. Narrate the evolution of Malayalam Press
26. Explain Freedom of Expression in Indian Constitution.
27. Discuss the positive and negative impacts of New Media on other media

(2 x 10 = 20 marks)

SEMESTER 2

JOU1(2)C02 - INTRODUCTION TO ELECTRONIC MEDIA

Number of Credits: 4

Number of Contact hours: 6

Objective

1. To review the basic concepts in the field of radio, television, film, and new media.
2. To expose the students to the field of broadcasting by introducing the basic principles and practices of radio and television.
3. To familiarize students with various aspects of cinema as a medium of mass communication.
4. To introduce concepts of broadcasting with special emphasis on writing and reporting for radio and television.
5. To motivate students to take up further studies and careers in electronic media.

Course Outline

Module I: Communication

Definition, elements and types of communication,

mass communication - nature, characteristics, functions and dysfunctions of mass communication, mass media - types of media: print, radio, TV, film and new media. News: types of news - news determinants – news story structure- print VS broadcast news.

Module II: Radio

Characteristics, scope and limitations - brief history of radio and AIR; Organisational set up of AIR; Types of radio stations: AM, FM, Community radio, Private F M Stations in Malayalam; Online Radio, Radio on Mobile.

Module III: Basic elements of radio programme.

Basic elements of radio programme- sound, music and effects. Writing for the ear - radio news writing, news reading- script writing for different radio programmes – interview, talk, feature, commentary, magazine programmes, radio drama, documentary; Radio Jockeying; Outside Broadcasting- Cultural event and Sports event.

Module IV: Internet

Internet as a medium of communication: history and evolution of internet – characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia, media convergence; Cyber laws and IT Act.

Module V: Online reporting

Online reporting: language and style of online journalism, tools for newsgathering, news determinants in cyberspace, dos and don'ts of online reporting; Online News writing: Types of Online news – writing breaking news, writing features, editing – HL writing

Module VI: Social Media

Social media: evolution, definition and types, social media as a tool for news gathering, social media activism: Jasmine Revolution, India Against Corruption movement, Social media as a tool for Political Communication, social media as a tool for Public Relations, Political Communication and Propaganda.

Reference

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
4. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford : International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
7. John Vivian : The Media of Mass Communication, Allyn and Bacon.
8. Andrew Boyd : Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.
9. Tapas Ray, Online Journalism – A Basic Text’, Foundation Delhi, 2006.
10. Jason Whittaker, The New Media Handbook –The Cyberspace Handbook.
11. Sunil Saxena, Broadcasting News: The craft and technology of online Journalism’.
12. Jason Whittaker, Web Production for writers and journalists’.
13. Anna Evertt, John T. Caldwell, New Media: Theories and practice of Digitexuality’
14. Stephen Quinn, Digital Sub editing and Design’.
15. Nalini Rajan (ed.), 21st Century Journalism in India’, Sage, 2007.
16. Aravind Singhal & Everett M. Rogers, India’s Communication Revolution’.

Further Reference

1. Uma Joshi : Textbook of Mass Communication and Media,
2. Anmol Publications New Delhi, 1999.
3. Keval J Kumar : Mass Communication in India, Jaico Publishing
4. House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India’s Communication Revolution.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of

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2. Assignment: 4
3. Seminar Presentation: 4
4. Class room participation based on attendance: 4

II. Semester end examination: 80 Marks

Model Question Paper
First/ Second Semester B.A. Degree Examination
Complementary Course
JOU1(2)CO2 Introduction to Electronic Media

Time: 2.5 Hours

Max. Marks: 80

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Radio Mattoli'
2. 'Radio Mango'
3. Limitations of Radio
4. Twitter
5. AM
6. Source
7. Online radio
8. Radio Jockeying
9. Group Communication
10. Jasmine revolution
11. Feature articles in online platform
12. IT Act
13. Intrapersonal Communication
14. Feedback
15. Mobilizing function of mass media

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. Explain any FIVE news determinants with examples.
17. Write on the features of Interpersonal Communication.
18. Explain the basic elements of radio programme production.
19. What are the elements that can be used for audience participation in a Radio Magazine?
20. Explain the specialties of Radio Drama.
21. Describe online news gathering
22. Use of social media for political campaign
23. Dysfunctions of communication

SECTION C

Answer any 2 of the following among the four

24. Delineate the Characteristics of New Media
25. Explain the functions of mass media.
26. Critically evaluate the role of social media on youth.
27. What is OB? How it is important for radio? Explain the steps needed for preparing a cultural OB.

(2X10=20)

SEMESTER 3

JOU4(3)C02 - INTRODUCTION TO TV AND CINEMA

Number of Credits: 4

Number of Contact hours: 6

Course Outline

Module I

Television: characteristics, scope and limitations - origin and development of television, DD Cable TV, Satellite TV, DTH; News Channels with special reference to Malayalam; Organisational structure of News wing of a TV channel. TV on Web, TV on Mobile.

Module II: News and Programmes

Structure and types of TV news – TV news gathering - news writing – voice over, news production, anchoring, PCR, teleprompter

Scripting for television programmes - TV interviewing, Discussion, TV magazines, Live programmes, special audience programmes, sting operation

Module III

Cinema; Characteristics and types

Cinema: a brief history. -Lumiere brothers and early experiments Major film movements – An Overview German expressionism- Cabinet of Dr. Caligary by Robert Wiene. Soviet montage - Battleship Potemkin by Sergie Eisentein.

Italian Neo Realism - Bicycle thieves by Vittorio Desseca.

A few Great masters: Charles Spencer Chaplin - Akira Kurosawa, Kim Ki Duk and Mohsen Makmalbaf.

Module IV.: Indian Cinema

Indian Cinema: Early experiments, New wave and commercial cinema, FTII – Indian Masters:

Bhatwadekar, DG. Phalke, Satyajith Ray - Ritwik Ghatak, Mrinal Sen, Girish Kasaravalli, K Balachandar

Module V

Malayalam Cinema – a decade-wise Overview, Masters: - Adoor Gopalakrishnan - G Aravindan

- John Abraham, P.N. Menon, K.G. George; contemporary Malayalam cinema.

Module VI: Film Making

Steps in film making: Pre-Production, Production and post production.

Visual language-Basics of cinematography: types of shots, camera movements, camera angles, Lighting-three-point lighting techniques.

Additional List of Cinema:

1. The Circus - Charlie Chaplin
2. Psycho - Alfred Hitchcock
3. Dreams - Akira Kurosawa
4. Three Iron - Kim Ki Duk
5. Gabba - Mohsen Makmalbaf.
6. Apur Sansar - Satyajith Ray
7. Subarnarekha - Ritwik Ghatak
8. Vidheyana - Adoor Gopala Krishnan
9. Vaasthuhaara- G Aravindan
10. Cheriyaachante Kroorakrithyangal - John Abraham
11. Olavum Theeravum – P. N. Menon
12. Panchavadippalam - K.G. George
13. Ee. Ma. Yow (R.I.P.) – Lijo Jose Pellissrey.

Reference

1. Herbert Zettl. Television Production Handbook, 7th Edition.
2. Arthur Asa Berger. Scripts, Writing for Radio and Television. SAGE Publications.
3. Virginia Wright Wexman. A history of Film. 6th edition.
4. Jarek KUPSC. The History of Cinema for beginners.
5. Keval J. Kumar, Mass Communication in India', Jaico Publishing House, New Delhi.
6. Vijayakrishnan, Malayala Cinimayude katha'. Mathrubhumi Books.
7. M.F. Thomas. Indian Cinema. D C Books
8. Vijayakrishnan, Indian Cinemayude 100 Varshangal, Indian Cinemayude Katha. Chintha Publishers.
9. Vijayakrishnan. Loka Cinema. D C Books
10. Jill Nilmes: An Introduction to Film Studies, Routledge, London, 1996
11. Bruce Mamer: Film Production Technique, Thomson Wadsworth, USA.

Web Resources

1. www.imdb.com
2. www.mrge.com
3. www.wikipedia.org

I. Continuous Assessment: 20 Marks

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1. Class Tests: 8
2. Assignment: 4
3. Seminar Presentation: 4
4. Class room participation based on attendance: 4

II. Semester end examination: 80 Marks

Model Question Paper
Third/Fourth Semester B.A. Degree Examination
Complementary Course
JOU 4 (3) CO2 Introduction to T.V and Cinema

TIME: 2.5 Hours

Max. Marks: 80

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. G. Aravindan
2. Footage
3. Rashamon
4. Voice over
5. Key light
6. TV on mobile
7. WKL Dickson
8. PCR
9. Extreme long shot
10. TV Magazine
11. Vittorio De Sica
12. P.N. Menon
13. New generation movies
14. Satellite TV
15. Teleprompter

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. Explain the characteristics of Cinema.
17. Briefly narrate the structure of T V Magazine.
18. Briefly write on German Expressionism.
19. What are the major types of T V news?
20. Critically evaluate any one film by Satyajith Ray.
21. Explain the important types of shots.
22. Critically evaluate the discussions as part of news programmes in private news channels.
23. Explain the steps of post-production

SECTION C

Answer any 2 of the following among the four

24. Write a note on the characteristics of Cinema.
25. Critically evaluate the contemporary Malayalam cinema
26. Explain the characteristics of TV
27. Detail the organizational structure of the news wing of a TV channel

(2X10=20)

SEMESTER 4

JOU4(3)C01 – JOURNALISTIC PRACTICES

Number of Credits: 4

Number of Contact hours: 6

Course Outline

Module I: Print Media Journalism: Organisational structure of a newspaper

Business, Mechanical and editorial departmental chart- responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: bureau chief- chief reporter – reporters, stringers and freelancers; photo journalists.

Module II: Print Media Journalism: Contents and Reporting practices

News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing; features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons. Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime. Sources for reporting; Principles of reporting – news sources - news agencies

Module III: Print Media Journalism: Editing

Editing for newspapers – line editing, creative editing and design editing; general rules of editing headlines – writing Headline; writing editorials; condensing stories, News agencies and handling news agency copies; Design and page make-up; systems of page make-up.

Module IV: Public Relations

Introduction to PR: definitions, origin and evolution of public relations – external and internal publics- role and functions of PR – PR tools – qualities of a PRO – PRSI, IPRA, PR campaign, PR campaign conducted by Central and State governments; Political P R, Ethics in Public relations; PRSI code of conduct; Corporate Communication and CSR.

Module V: Advertising

Definition – evolution of advertising – functions and effects of advertising – types of ads advertorial- ad agencies and functions of advertising agencies – ASCI and DAVP – Ad. Campaign.

Module VI: Copy writing practices

Ad copy – elements of copy: Principles of illustration, HL, display and caption, text, logo and baseline –

copywriting for broadcast commercials – jingles and internet ads. Ethics of advertising: ethical issues of advertising – professional organizations and code of ethics.

Reference

1. Shrivastava, K.M., News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Bruce Westly, News Editing.
4. M.L. Stein. and Susan F Paterno,, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
5. George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006.
6. Joseph M.K., Outline of Reporting', Anmol Publications, News Delhi, 2002.
7. Franklin, et al., Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005. 8. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.
8. Sandeep Sharma & Deepak Kumar, Advertising, Planning, implementations and control', Mangal Deep Publications, Jaipur.
9. Sanjay Kaptan & Akhilesh Acharya, __Advertisement in Print Media', Book Enclave, Jaipur.
10. S.A Chunawalla, Advertisement an Introductory Text', Himalaya Publishing,
11. Chunnawalla etal, Advertising Theory and Practice', Himalaya Publishing, New Delhi.
12. Otto Klepner, Advertising Procedures', Atlanta Books. 6. Scott M Cutlip and Allan H. Centre, __Effective Public Relations', Pearson Education Ltd.Delhi.
13. Sam Black, Practical Public Relations', UBS Publishers Distributors Pvt Ltd.
14. D.S. Mehta, Handbook of PR in India'.

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4. Class room participation based on attendance: 4

II. Semester end examination: 80 Marks

Model Question Paper
III/ IV SEMESTER BA DEGREE EXAMINATION
Complementary Course
JOU4(3) CO1 JOURNALISTIC PRACTICES

Time : 2.5 Hours

Max. Marks: 80 marks

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Bureau Chief
2. Editorials
3. ASCI
4. Desk Chief
5. Press Agents
6. Columns
7. Hourglass structure
8. House journal
9. Middle piece
10. Jingle
11. Reuters
12. IPRA
13. Advertorial
14. End product advertising
15. Public Service advertising

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. What are the essentials of an effective copy?
17. Discuss the various external tools of PR.
18. Explain the inverted pyramid style
19. What are the principles of news reporting and writing?
20. What are the steps in an advertising campaign?
21. Describe feature stories in newspaper.
22. What are the steps of story condensing?
23. Exemplify how consumer ads persuade viewers to become prospective buyers?

SECTION C

Answer any 2 out of 4.

24. Explain 10 prominent news determinants.
25. Describe the steps in a P.R. Campaign
26. Do you think ads are ethical? Put your views and substantiate them.
27. Delineate the organizational chart of a medium sized newspaper

(2X10=20)

COMPLEMENTARY SYLLABUS OF BA MALAYALAM

SEMESTER 1

JOU1(2)C01 - INTRODUCTION TO COMMUNICATION & JOURNALISM

Number of Credits: 4

Number of Contact hours: 6

Course Outline

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Mappillai – Swadeshabhmani Ramakrishna Pillai – Kesari Balakrishna Pillai – K.P. Kesava Menon – V.K. Madhavan Kutty, C.V.Kunhiraman, K. Jayachandran, T N Gopakumar.

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Model Question Paper
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Complementary Course
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Time: 2.5 hours

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The questions carry 2 marks each Ceiling : 25 Marks

1. Feedback
2. Aristotle's model of communication
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20. Explain the working of first Press Commission.
21. Explain the specialities that make Television unique.
22. Briefly describe the evolution of Mathrubhumi daily
23. Briefly describe major political publications published in Malayalam.

SECTION C

Answer any 2 out of 4.

24. What are the functions and dysfunctions of mass communication?
25. Narrate the evolution of Malayalam Press
26. Explain Freedom of Expression in Indian Constitution.
27. Discuss the positive and negative impacts of New Media on other media

(2 x 10 = 20 marks)

SEMESTER 3
JOU4(3)C01 – JOURNALISTIC PRACTICES

Number of Credits: 4

Number of Contact hours: 6

Course Outline

Module I: Print Media Journalism: Organisational structure of a newspaper

Business, Mechanical and editorial departmental chart- responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: bureau chief- chief reporter – reporters, stringers and freelancers; photo journalists.

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News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing; features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons. Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime. Sources for reporting; Principles of reporting – news sources - news agencies

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3. Bruce Westly, News Editing.
4. M.L. Stein. and Susan F Paterno,, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
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8. Sandeep Sharma & Deepak Kumar, Advertising, Planning, implementations and control', Mangal Deep Publications, Jaipur.
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I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

5. Class Tests: 8
6. Assignment: 4
7. Seminar Presentation: 4
8. Class room participation based on attendance: 4

II. Semester end examination: 80 Marks

Model Question Paper
III/ IV SEMESTER BA DEGREE EXAMINATION
Complementary Course
JOU4(3) CO1 JOURNALISTIC PRACTICES

Time : 2.5 Hours

Max. Marks: 80 marks

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Bureau Chief
2. Editorials
3. ASCI
4. Desk Chief

5. Press Agents
6. Columns
7. Hourglass structure
8. House journal
9. Middle piece
10. Jingle
11. Reuters
12. IPRA
13. Advertorial
14. End product advertising
15. Public Service advertising

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. What are the essentials of an effective copy?
17. Discuss the various external tools of PR.
18. Explain the inverted pyramid style
19. What are the principles of news reporting and writing?
20. What are the steps in an advertising campaign?
21. Describe feature stories in newspaper.
22. What are the steps of story condensing?
23. Exemplify how consumer ads persuade viewers to become prospective buyers?

SECTION C

Answer any 2 out of 4.

24. Explain 10 prominent news determinants.
25. Describe the steps in a P.R. Campaign
26. Do you think ads are ethical? Put your views and substantiate them.
27. Delineate the organizational chart of a medium sized newspaper

(2X10=20)