

TB214240W

Reg. No :

Name :

B.A. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

(2021 Admissions Regular, 2020 Admissions Supplementary / Improvement, 2019 & 2018 Admissions Supplementary)

SEMESTER IV - CORE COURSE (ENGLISH LITERATURE AND COMMUNICATION STUDIES)

CE4B11B18 - PRINT MEDIA & JOURNALISM II

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Explain 'nose for news'.
2. Define Pulitzer Prize.
3. Expand the terms: 1) CAB 2) NRC
4. Explain gutter space.
5. ABC stands for _____
6. Define stringer.
7. Describe magazine covers.
8. Consumer advertisers are increasingly placing their ads on special interest magazines. Why?
9. Lead is an essential part of a feature. Is it true? Justify the statement.
10. Describe theatre review.
11. Explain visual persuasion.
12. _____ and _____ are the founders of photojournalism.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Explain the qualities required for reporting science and technology.
14. Make a note on reporting meetings and conferences.
15. Enumerate the importance of news sources in journalism.
16. Explain the tools used by an editor.
17. Explain how to write headlines for a newspaper.
18. Analyse the challenges faced by a feature writer.
19. Explain the key principles to be followed while writing a review.
20. Differentiate between photojournalist and photographer.
21. Inscribe about war photojournalism.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Write an essay on the essential qualities and duties of a news reporter.
23. Explain the duties and responsibilities of an editor.
24. Write a review of any film that you have watched recently.
25. Trace the growth and evolution of photojournalism.