



K16U 1173

Reg. No. :

Name :

II Semester B.A. Degree (CCSS – Reg./Supple./Improv.)
Examination, May 2016
COMPLEMENTARY COURSE IN JOURNALISM
2C02 JNL : Print Media Journalism
(2014 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 40

PART – A

Write short notes on **any 5** questions. **Each** question carries **1** mark :

1. Thumbnail
2. Ears
3. Deadline
4. Intro
5. Jumpline
6. Churnalism
7. Paginate
8. Pitch.

(5×1=5)

PART – B

Answer **all** questions. **Each** question carries **2** marks :

9. What is celebrity journalism ?
10. Explain Investigative Journalism.
11. Who is a stringer ?
12. Explain Hard News and Soft News.

(4×2=8)

P.T.O.



PART - C

Answer **any 5** questions **not** exceeding **100** words. **Each** question carries **3** marks :

13. Explain the duties of a copy editor.
14. Explain Inverted Pyramid Style.
15. Discuss Freelance Writing.
16. What is spot news reporting ?
17. Explain the role of news agencies.
18. Write a note on headlines.
19. Why are 'leads' important ? (5×3=15)

PART - D

Answer **any two** of the following **not** exceeding **250** words **each**. **Each** question carries **6** marks :

20. Discuss citizen journalism.
21. Examine the different sources of news.
22. Examine the duties and responsibilities of a news reporter.
23. Explain news values. (2×6=12)