



K17U 1073

Reg. No.:

Name:

II Semester B.A. Degree (C.B.C.S.S. – Reg./Supple./Imp.)
Examination, May 2017
COMPLEMENTARY COURSE IN JOURNALISM
2C02 JNL : Print Media Journalism
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Plagiarism
2. Pork
3. Objectivity
4. Kill fee
5. Gutter
6. Copy Desk
7. Ears
8. Cub.

(5×1=5 Marks)

PART – B

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

9. What is Journalistic objectivity ?
10. Who is a Freelancer ?
11. What is meant by Target Audience ?
12. Name the main Constituents of news.

(4×2=8 Marks)

P.T.O.



PART – C

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

13. What is citizen journalism ?
14. Explain the duties and responsibilities of an editor.
15. Explain News Sources.
16. Write a note on Editing.
17. Discuss the rules to be followed in writing headlines.
18. What is Investigative journalism ?
19. Explain the preparations needed for a good interview. **(5×3=15 Marks)**

PART – D

Answer **any two** of the following **not** exceeding **350** words **each**. **Each** question carries **6** marks.

20. What are the qualities needed for a good reporter ?
21. Why is a lead very important ? What are the different types of leads ?
22. Discuss the important news values.
23. Explain the organizational structure of a newspaper. **(2×6=12 Marks)**