



K18U 0525

Reg. No. :

Name :

II Semester B.A. Degree (CBCSS – Reg./Supple./Imp.) Examination, May 2018
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 five** questions. **Each** question carries **1** mark.

1. Soft news.
2. Tabloid
3. Masthead.
4. Paid circulation.
5. Ghost writer.
6. Sponsored subscriptions.
7. Ears.
8. Advertorial.

(5×1=5)

PART – B

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

9. Explain yellow journalism.
10. What is spot news ?
11. Explain PTI.
12. What is meant by celebrity journalism ?

(4×2=8)

P.T.O.



PART – C

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

13. What is a lead ? Name the different types of leads.
14. Explain the functions of the press council of India.
15. What is investigative journalism ?
16. Discuss the important news agencies of the world.
17. Why do newspapers use a style sheet ?
18. What are the advantages of an inverted pyramid style of writing ?
19. What is an editorial ? Examine the different types of editorials. **(5×3=15)**

PART – D

Answer **any two** in **not** more than **350** words **each**.

20. Examine the organisational structure of a newspaper.
21. Discuss the qualities needed for a good reporter.
22. Explain headline. How should a good headline be written ?
23. Discuss the major characteristics of newspapers. **(2×6=12)**