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K20U 0350

Reg. No. : .....

Name : .....

II Semester B.A. Degree (CBCSS - Supple./Improv.) Examination, April 2020  
(2014 - 2018 Admissions)

Complementary Course in Journalism  
2C 02 JNL : PRINT MEDIA JOURNALISM

Time : 3 Hours

Max. Marks : 40

PART - A

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

1. Banner Headline
2. Exclusive
3. Morgue
4. Mug shot
5. Photo essay
6. Outline
7. Staccato Lead
8. Beat.

(5×1=5)

PART - B

Answer all questions. Each question carries 2 marks.

9. Define news.
10. Explain hour-glass style news writing.
11. What is a style book ?
12. What do circulation department do ?

(4×2=8)

P.T.O.



PART - C

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

13. Explain the different news values.
14. What is photo editing ?
15. What are the editing symbols ?
16. What is yellow journalism ? Explain with examples.
17. Detail the roles and responsibilities of News Editor.
18. Who is a political correspondent ? What are the qualities of a good political reporter ?
19. Explain the process of copy-tasting. (5×3=15)

PART - D

Answer any 2 of the following not exceeding 350 words each. Each question carries 6 marks.

20. Describe in detail the editorial organization of a Newspaper.
  21. Explain the roles and responsibilities of a chief editor.
  22. Explain the different types of news with suitable examples.
  23. Write an essay on the importance of investigative journalism in the contemporary context. (2×6=12)
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