



K20U 0447

Reg. No. : .....

Name : .....

**II Semester B.A. Degree (CBCSS (OBE) – Regular) Examination, April 2020  
(2019 Admission)  
COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM  
2C02JNL : Print Media Practices**

Time : 3 Hours

Max. Marks : 40

**PART – A**

Answer **all** questions. **Each** question carries **1** mark.

1. Op Ed pages
2. ABC
3. Freelancer
4. Cutline
5. Running Stories
6. 5W's and 1 H.

**PART – B**

Answer **any six** questions **not** exceeding **75** words **each**. **Each** question carries **2** marks.

7. Citizen Journalist
8. Inverted Pyramid
9. Curtain Raisers
10. Yellow Journalism
11. Developmental Reporting
12. Critical Editorial
13. Personality Feature
14. Business Journalism.

P.T.O.



## PART – C

Answer **any 4** questions **not** exceeding **150** words **each**. **Each** question carries **3** marks.

15. What is News ? Explain the importance of news values.
16. Discuss qualities and functions of a news reporter.
17. Critically analyze the difference between hard news and soft news with suitable examples.
18. Discuss different types of newspaper headlines with examples.
19. 'Sub-editor is an unsung hero of a newspaper.' Throw your views.
20. Elucidate basic principles of translation.

## PART – D

Answer **any 2** questions **not** exceeding **300** words. **Each** question carries **5** marks.

21. Discuss the role of a journalist in the digital media era.
  22. Illustrate the structure and functions of an editorial department of a newspaper.
  23. Discuss the significance of investigative reporting with suitable examples.
  24. 'Comments are free, news is sacred.' Explain.
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