



K20U 1718

Reg. No. :

Name :

**V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.B.M./
B.T.T.M./B.C.A./B.S.W./B.A. Afsal UI Ulama/B.B.A.(AH) Degree
(CBCSS – Reg./Sup./Imp.) Examination, November 2020**

(2014 Admn. Onwards)

Open Course

5D01 JNL : JOURNALISM STUDIES

Time : 2 Hours

Max. Marks : 20

PART – A

Answer in **one** word. **Each** question carries **0.5** marks :

1. _____ means telling readers where the information in a news story comes from.
2. A task given to a reporter is usually called _____
3. A trainee reporter is known as a _____
4. The use of any part of another's writing and passing it off as your own is _____
5. The chief editor of Malayala Manorama is _____
6. A line at the beginning of a story stating the date and the location is _____
7. A line indicating a continuation of an article on a subsequent page is _____
8. _____ is the leading story used on front cover. **(8×0.5=4)**

P.T.O.



PART – B

Write short notes on **any three** of the questions. **Each** question carries **2** marks :

9. Explain tabloid.
10. Who is a stringer ?
11. What is freelance writing ?
12. Discuss yellow journalism.
13. Explain advocacy journalism. (3×2=6)

PART – C

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

14. Comment on Investigative journalism.
15. What is citizen journalism ?
16. Define headline. Examine the principles of writing headlines.
17. 'The sub editors are the cream of a newspaper'. Substantiate. (2×3=6)

PART – D

Answer **any one** of the following **not** exceeding **300** words :

18. Examine the different types of leads.
19. Discuss the preparations needed for conducting a good interview. (1×4=4)