



K23U 1801

Reg. No. : .....

Name : .....

II Semester B.A. Degree (CBCSS – Supplementary) Examination, April 2023  
(2017 – 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. **(5×1=5)**

1. Beat Reporting
2. Byline
3. Tabloid
4. Press Release
5. PTI
6. Pocket Cartoon
7. Masthead
8. Circulation

**PART – B**

Answer **all** questions. **Each** question carries **2** marks. **(4×2=8)**

9. What is copy tasting ?
10. What is gatekeeping ?
11. What is Middle ?
12. Who is a freelance journalist ?

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**PART – C**

Answer **any 5** questions **not** exceeding **100** words. **Each** question carries **3** marks. **(5×3=15)**

13. Elaborate on the importance of news agencies.
14. Elucidate the major duties of a News Editor.
15. Explain the importance of a style book in a newspaper.
16. What is attribution ? Why is it important ?
17. How can a sub editor ensure objectivity and fairness in a story ?
18. 'Headline writing is an art'. Elucidate.
19. Explain the different types of leads in news writing.

**PART – D**

Answer **any two** of the following **not** exceeding **350** words. **Each** question carries **6** marks. **(2×6=12)**

20. "The most useful man of a newspaper is one who can edit". Explain the principles of news editing.
21. Discuss the major news sources.
22. Explain the organisational structure of a newspaper.
23. "The factors that are consistently applied for the selection of news-stories for publication are called news values". Explain the various news values with suitable examples.