



K23U 1950

Reg. No. : .....

Name : .....

**II Semester B.A. Degree (CBCSS-OBE-Regular/Supplementary/  
Improvement) Examination, April 2023  
(2019 Admission Onwards)  
COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM  
2C 02 JNL : Print Media Practices**

Time : 3 Hours

Max. Marks : 40

**PART – A**Answer **all** questions. **Each** question carries **1** mark.

1. Proximity
2. PTI
3. Personality feature
4. Beat
5. Staccato lead
6. Dual editorial.

**(6×1=6)****PART – B**Answer **any six** questions **not** exceeding **75** words **each**. **Each** question carries **2** marks.

7. Citizen journalism
8. Newspaper cartoons
9. Inverted pyramid
10. Photo journalism
11. Human interest stories
12. Op Ed pages
13. Online news portal
14. Article 19(1) (a).

**(6×2=12)**

P.T.O.

K23U 1950

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

15. Explain the principles of translation of a news story.
16. Write a short note on news sources.
17. Describe the work flow of a news desk.
18. What are the advantages and disadvantages of freelance journalism ?
19. Discuss the importance of infographics in newspapers.
20. Prepare a questionnaire (six questions) for an interview with music director Keeravani.

**(4×3=12)****PART – D**Answer **any 2** questions **not** exceeding **300** words **each**. **Each** question carries **5** marks.

21. What are the different classifications of news ? Give appropriate examples.
22. Describe the concepts of 'Investigative journalism' and 'Sting operation'.
23. What is news release ? Prepare a news release regarding the premier show of your debut film.
24. 'Journalism is not only a profession but also a service'. Comment.

**(2×5=10)**