



K23U 0946

Reg. No. : .....

Name : .....

IV Semester B.A. Degree (CBCSS – Supplementary)  
Examination, April 2023  
(2017 and 2018 Admissions)  
**COMPLEMENTARY COURSE IN JOURNALISM**  
4C 04 JNL-F/4C 04 JNL-B : 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. Byline
2. 5W's and 1H
3. Ad hole
4. Periodical
5. Banner Headline
6. PTI
7. Boil Down
8. Press release.

PART – B

Answer **all** questions. **Each** question carries **2** marks.

(4×2=8)

9. What is a sting operation ?
10. What is a stringer ?
11. What is an imprint line ?
12. Who is a News Ombudsman ?

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PART – C

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

(5×3=15)

13. Explain the points to remember while reporting a speech.
14. Discuss the different kinds of leads used for writing news stories.
15. How can we differentiate hard news with soft news ?
16. Prepare a short note on legislative/parliamentary reporting.
17. Discuss the ethical standards to be maintained while reporting news.
18. Explain the pros and cons using Inverted Pyramid style.
19. What are the responsibilities of a News Editor ?

PART – D

Answer **any two** of the following **not** exceeding **350** words **each**.

(2×6=12)

20. "Internet, especially social media, have become an important source of news reporters." Comment.
  21. Discuss in detail the job of a sub editor.
  22. Explain in detail the important functions of a headlines.
  23. "The newsworthiness of a story is determined by guiding principles known as news values." List out the news values with examples.
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