

Reg No:.....

Name :.....

K25FY2456 C

**Second Semester FYUGP Journalism Examination**  
**APRIL 2025 (2024 Admission onwards)**  
**KU2DSCJMC111 (NEWS WRITING FOR PRINT MEDIA)**  
**(DATE OF EXAM: 2-5-2025)**

Time : 120 min

Maximum Marks : 70

**Part A (Answer any 6 questions. Each carries 3 marks)**

1. What is a newspaper column? 3
2. What are sources of news? 3
3. What is AI? 3
4. What type of news stories is the hourglass structure best suited for? Explain with examples. 3
5. What is the main purpose of the inverted pyramid in news writing? 3
6. State the difference between by-line and credit line 3
7. What are the essential elements required to prove a libel case? 3
8. What are the essential elements required to prove a slander case? 3

**Part B (Answer any 4 questions. Each carries 6 marks)**

9. What are the differences between news and editorial? 6
10. Explain the functional responsibility of a news editor? 6
11. Which digital tools help journalists track and visualize data for investigative reporting projects? 6
12. Analyze the various aspects of curtain raiser 6
13. Describe the scenarios that necessitate follow up. Explain how it is executed. 6
14. Justify the transgression of certain ethics of journalism during undercover missions. 6

**Part C (Answer any 2 question(s). Each carries 14 marks)**

15. Examine the Concept of News Value and Its Influence on the Selection and Presentation of News Stories. 14
16. Define editorial and opinion pieces. Define their purpose in news media? 14
17. Explain the importance of leads and summaries in news articles. 14