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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2016

Fourth Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—PRINT MEDIA AND JOURNALISM—II

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer all questions each in a word or sentence.
Each question carries 1 mark.*

1. A reporter who gathers news but does not write it is called _____.
2. _____ conveys the viewpoint of a newspaper on various Issues.
3. To continue a story from one page to another is _____.
4. Removal of unnecessary portions of a photograph is called _____.
5. Expansion of ABC is _____.
6. The Chief Editor of the Indian Express group is _____.
7. _____ invented movable type for printing.
8. Citizen journalism is otherwise known as _____.
9. "The Common Man" is the character drawn by the legendary cartoonist.
10. Sensational journalism is also known as _____.

(10 × 1 = 10)

Part B

*Answer any eight of the following in about 50 words each.
Each question carries 2 marks.*

11. Five Ws and one H.
12. Inverted pyramid style.
13. Sports journalism.
14. Film magazines.
15. Curtain raiser.
16. Morgue.
17. News values.

Turn over

18. Agenda setting.
19. Slanted story.
20. Tomb stoning.
21. Typography.
22. Beat.

(8 × 2 = 16)

Part C

*Write a paragraph each on any **six** of the following in about 100 words.
Each question carries 4 marks.*

23. What are the different types of intros ?
24. Objectivity plays an important role in news reporting. Discuss.
25. Briefly explain the different aspects of live reporting.
26. Explain legislative reporting.
27. Write an editorial on the impact of social medias among youngsters.
28. Discuss the elements of good writing.
29. Women's magazines in Kerala.
30. What are the principles of Crime reporting?
31. Explain different types of leads with examples.

(6 × 4 = 24)

Part D

*Write essays on any **two** of the following each in about 300 words.
Each question carries 15 marks.*

32. Explain the genres of categories of reporting.
33. Prepare an investigative story on child abuses in Kerala.
34. Discuss the importance of layout in a magazine with emphasis on the new trends in magazine designing.
35. Discuss the duties and qualities of a news reporter.

(2 × 15 = 30)