

19101893



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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, MAY 2019

Second Semester

MC2CRT09—Core Course 1—REPORTING AND FEATURE WRITING

(For Mass Communication and Journalism)

[2017 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Section A

*Answer any **ten** questions in two **or** three sentences.*

Each question carries 2 marks.

1. Interactive Media.
2. Page 3 Journalism.
3. Beat.
4. Human interest story.
5. Plagiarism.
6. Trend Story.
7. Kicker.
8. Localizing.
9. Liftout quote.
10. Follow up story.
11. Journalese.
12. Backgrounder.

(10 × 2 = 20)

Section B

*Answer any **six** of the following questions.*

Each question carries 5 marks.

13. What is meant by news value ? Discuss the different traditional and modern day news values ?
14. What are the major legal and ethical considerations while reporting crime ?

Turn over





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15. How do news and features differ ?
16. A good book review must look into the content, style and merit of the work under review. Elucidate
17. Discuss the impact of mass media on children.
18. What is new media ? What are its relative merits and demerits over print media ?
19. Discuss the impacts of the transformation of communication from the mass audience to interactive.
20. What are the major sources of news for a reporter ?
21. List the reporting principles to be kept in mind while covering speeches and public meetings.

(6 × 5 = 30)

Section C

*Answer any **two** of the following questions.*

Each question carries 15 marks.

22. What is a lead ? What are the different types of leads ?
23. What is a feature ? What are the different types of features ?
24. Discuss the steps involved and styles explored while writing features and interviews.
25. Explain the different styles and structures of news writing, listing their advantages and disadvantages.

(2 × 15 = 30)

