



K20U 0350

Reg. No. :

Name :

**II Semester B.A. Degree (CBCSS - Supple./Improv.) Examination, April 2020
(2014 – 2018 Admissions)**

**Complementary Course in Journalism
2C 02 JNL : PRINT MEDIA JOURNALISM**

Time : 3 Hours

Max. Marks : 40

PART – A

Write short note on **any 5** questions. **Each** question carries **1** mark.

1. Banner Headline
2. Exclusive
3. Morgue
4. Mug shot
5. Photo essay
6. Outline
7. Staccato Lead
8. Beat.

(5×1=5)

PART – B

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

9. Define news.
10. Explain hour-glass style news writing.
11. What is a style book ?
12. What do circulation department do ?

(4×2=8)

P.T.O.



PART – C

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

13. Explain the different news values.
14. What is photo editing ?
15. What are the editing symbols ?
16. What is yellow journalism ? Explain with examples.
17. Detail the roles and responsibilities of News Editor.
18. Who is a political correspondent ? What are the qualities of a good political reporter ?
19. Explain the process of copy-tasting. (5×3=15)

PART – D

Answer **any 2** of the following **not** exceeding **350** words **each**. **Each** question carries **6** marks.

20. Describe in detail the editorial organization of a Newspaper.
 21. Explain the roles and responsibilities of a chief editor.
 22. Explain the different types of news with suitable examples.
 23. Write an essay on the importance of investigative journalism in the contemporary context. (2×6=12)
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