



K20U 0447

Reg. No. :

Name :



II Semester B.A. Degree (CBCSS (OBE) – Regular) Examination, April 2020
(2019 Admission)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM
2C02JNL : Print Media Practices

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries 1 mark.

1. Op Ed pages
2. ABC
3. Freelancer
4. Outline
5. Running Stories
6. 5W's and 1 H.

PART – B

Answer **any six** questions **not** exceeding 75 words **each**. **Each** question carries 2 marks.

7. Citizen Journalist
8. Inverted Pyramid
9. Curtain Raisers
10. Yellow Journalism
11. Developmental Reporting
12. Critical Editorial
13. Personality Feature
14. Business Journalism.

P.T.O.



PART – C

Answer **any 4** questions **not** exceeding **150** words **each**. **Each** question carries **3** marks.

15. What is News ? Explain the importance of news values.
16. Discuss qualities and functions of a news reporter.
17. Critically analyze the difference between hard news and soft news with suitable examples.
18. Discuss different types of newspaper headlines with examples.
19. 'Sub-editor is an unsung hero of a newspaper.' Throw your views.
20. Elucidate basic principles of translation.

PART – D

Answer **any 2** questions **not** exceeding **300** words. **Each** question carries **5** marks.

21. Discuss the role of a journalist in the digital media era.
 22. Illustrate the structure and functions of an editorial department of a newspaper.
 23. Discuss the significance of investigative reporting with suitable examples.
 24. 'Comments are free, news is sacred.' Explain.
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