



K22U 1485

Reg. No. :

Name :

**IV Semester B.A. Degree CBCSS (OBE) Regular/ Supplementary/
Improvement Examination, April 2022,
(2019 Admission Onwards)
COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM
4C04JNL-F : Print Media Practices**

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Objectivity
2. Nose for news
3. Sting reporting
4. Agency copy
5. Citizen journalism
6. Danish Siddiqi.

PART – B

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

7. Nut graph style
8. Indian news agencies
9. Regional news
10. Hard news and soft news

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11. Yellow journalism
12. Free translation
13. Mojo
14. Development reporting.

PART – C

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

15. Explain the challenges of investigative journalism.
16. Explain the significance of news interviews.
17. Give the dos and don'ts of reporting.
18. Elucidate the advantages of the Lead-Body structure of a news story.
19. What is an editorial ? Write briefly on the elements of a good editorial.
20. Explain copy tasting and packaging of news items.

PART – D

Answer **any two** questions **not** exceeding **150** words **each**. **Each** question carries **5** marks.

21. Discuss the applicability and relevance of news values in Indian context.
22. Explain the significance of headlines in print media journalism. Analyse the uses of any four types of headlines based on the content included.
23. Explain with suitable examples the various types of news sources.
24. Prepare a news release in the standard format for a programme conducted by your college for COVID awareness.