



K26U 1138

Reg. No. :

Name :

IV Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Supplementary/Improvement)
Examination, April 2026
(2020 to 2023 Admissions)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM
4C 04 JNL - F : Print Media Practices

Time : 3 Hours

Max. Marks : 40

PART – A

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

(6×1=6)

1. Advocacy Journalism
2. Byline
3. Banner
4. Feature Story
5. Lead
6. Outline.

PART – B

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

(6×2=12)

7. Op-ed page
8. Press release
9. News source
10. Stringer
11. News bureau
12. Inverted pyramid style
13. Roundup
14. Hard news.

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PART – C

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

(4×3=12)

15. What are the various definition of news ? Cite at least four.
16. Explain the steps in news reporting.
17. What is hourglass style ? Explain with example.
18. Headline writing is an art – Why ?
19. Discuss the functional role of a sub editor.
20. What are the qualities of a news reporter ?

PART – D

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

(2×5=10)

21. Discuss the reasons for calling media as the fourth estate.
22. What are the principles of news writing ?
23. Are you satisfied with today's journalistic practices ? Substantiate your views.
24. Explain news values.