B.A. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2016

First Semester

B.A. English Literature, Communication and Journalism (Three Main)

INTRODUCTION TO JOURNALISM AND PRINT MEDIA

[2013 Admission onwards]

Time : Three Hours   Maximum Marks : 80

Part A

*Answer **all** questions each in a word **or** sentence.*
Each question carries 1 mark.

1. Imprint line.
2. Yellow journalism.
3. Time New Roman.
4. Serif and Sanserif fonts.
5. Photo composition.
6. UNI.
7. Pocket cartoon.
8. Twitter.
9. Morgue.
10. 5Ws and 1 H.

                                                         (10 × 1 = 10)

Part B

*Answer any **eight** questions in about 50 words each.*
Each question carries 2 marks.

11. Headlining.
12. Intro.
13. Stringer.
14. Indian Newspaper Society.
15. DAVP.
16. Curtain raiser.
17. Linotype.

18. Tehelka.

19. Modular layout.

20. Typography.

21. Dummy.

22. Syndication.

(8 × 2 = 16)

Part C

*Answer any **six** questions in about 100 words each.*
Each question carries 4 marks.

23. Define Defamation. What are the various types of defamation ?

24. Explain the various types of news writing styles.

25. What are the preparations to be made before conducting an interview for newspapers ?

26. Explain the functions of Radio stations.

27. How does digital technology help page design ? Explain.

28. Name three well known columnists and write short notes on their columns.

29. How does new media differ from traditional media ?

30. Explain the importance of photos on newspaper pages.

31. What are the principles of photo journalism ?

(6 × 4 = 24)

Part D

*Answer any **two** questions in about 300 words each.*
Each question carries 15 marks.

32. Briefly explain the procedures to start a newspaper in India.

33. Critically analyse the content and design of two women magazines in Malayalam.

34. Discuss the role of the Press in social development in a country like India.

35. Briefly discuss the major provisions of media laws in India.

(2 × 15 = 30)