

E 2502

(Pages : 2)

Reg. No.....

Name.....

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2015**

**First Semester**

B.A. English Literature, Communication and Journalism (3 Main)

**INTRODUCTION TO JOURNALISM AND PRINT MEDIA**

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

**Part A**

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

1. Write the expansion of CNN.
2. Who is an ombudsman ?
3. What is a semiotic rule ?
4. Who is the Founder Editor of the *Malayala Manorama* ?
5. What is meant by morgue ?
6. What is by line ?
7. Name a travel magazine in Malayalam.
8. What is transpersonal communication ?
9. What is semantic noise ?
10. What is Offset Printing ?

(10 × 1 = 10)

**Part B**

*Answer any eight of the following in about 50 words each.  
Each question carries 2 marks.*

11. What is fairness doctrine ?
12. What is meant by online journalism ?
13. What is typography ?
14. Discuss the nature of a scientific journal.
15. What is pocket cartoon ?
16. What is news bureau ?

**Turn over**



17. What are the advantages of inverted pyramid style ?
18. Define freedom of expression.
19. Explain the significance of news photography.
20. Briefly explain the structure of news desk.
21. What is Parachute journalism ?
22. Explain the Shannon and Weaver model of communication.

(8 × 2 = 16)

### Part C

Write a paragraph each on any **six** of the following in about 100 words.  
Each question carries 4 marks.

23. Trace out the history of the press in India.
24. Explain the process of communication.
25. Write the salient features of the Press and Registration of Books Act, 1867.
26. What are the barriers of effective communication ?
27. Explain the process of printing.
28. What are the differences between circulation and readership ?
29. Explain the role and significance of freelance journalism in India.
30. What is citizen journalism ?
31. Describe the general characteristics of an evening Newspaper published in Kerala.

(6 × 4 = 24)

### Part D

Write essays on any **two** of the following each in about 300 words.  
Each question carries 15 marks.

32. Discuss the different types of image setters used in printing process.
33. Why is the Press called "The Fourth Estate" ?
34. What is intro ? Elucidate the different types of intros with examples.
35. What is lead ? Explain the different types of lead.

(2 × 15 = 30)