



K21U 3447

Reg. No. :

Name :



**II Semester B.A. Degree (CBCSS – OBE-Reg./Sup./Imp.)
Examination, April 2021
(2019 Admission Onwards)
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. CMYK.
2. Fourth Estate.
3. Stringer.
4. Caption.
5. Reuters.
6. Libel.

PART – B

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

7. Mobile journalism.
8. Hour glass style.
9. Running stories.
10. Paid journalism.
11. Developmental journalism.

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12. Infographics.
13. Photo journalism.
14. Style book.

PART – C

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

15. Discuss the principles of journalism.
16. Explain various types of interviews.
17. Discuss the changing role of a journalist in the digital media environment.
18. Illustrate different departments of a newspaper organization.
19. Identify different sources of news for a newspaper correspondent.
20. 'Journalism profession demands more beat specialized reporters'. Throw your views.

PART – D

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

21. Compare hard news and soft news with suitable examples.
 22. 'Newspaper headlines must grab readers' attention.' Throw your views. Also discuss different type of headlines.
 23. Critically analyze the challenges of print media in the digital age.
 24. 'Editor is a mid-wife of a newspaper'. Throw your views. Also discuss the role and functions of a sub-editor.
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