



K21U 3650

Reg. No. :

Name :



II Semester B.A. Degree (CBCSS + Supple.) Examination, April 2021
(2014-2018 Admission)

COMPLEMENTARY COURSE IN JOURNALISM
2C 02 JNL – Print Media Journalism

Time : 3 Hours

Max. Marks : 40

PART – A

Write a short note on **any 5** questions. **Each** question carries **1** mark.

1. Kicker Headline.
2. Layout.
3. Caption.
4. Infographics.
5. Photo Journalist.
6. Hard News.
7. Summary Lead.
8. Bureau Chief.

PART – B

Answer **all** questions. **Each** question carries **2** marks.

9. Explain news values.
10. Explain hard news and soft news.
11. What is meant by Human interest story ?
12. What is meant by attribution ?

P.T.O.



PART – C

Answer **any 5** questions **not** exceeding **100** words. **Each** question carries **3** marks.

13. Explain the different structures of news writing.
14. What are the principles of editing ?
15. What are the functions of headlines ?
16. Explain the significance of citizen journalism.
17. Detail the roles and responsibilities of sub editor.
18. What is an editorial ? Explain the different types of editorials.
19. Explain the different types of news interviews.

PART – D

Answer **any 2** of the following **not** exceeding **350** words **each** carries **6** marks.

20. Describe in detail the organisational structure of a Newspaper.
 21. Explain the roles and responsibilities of a News editor.
 22. The golden rule in both reporting and editing is to go by the reader's interest. Explain.
 23. Write an essay on the different forms of news reporting.
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