



K16U 1173

Reg. No. :

Name :

II Semester B.A. Degree (CCSS – Reg./Supple./Improv.)

Examination, May 2016

COMPLEMENTARY COURSE IN JOURNALISM

2C02 JNL : Print Media Journalism

(2014 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 40

PART – A

Write short notes on **any 5** questions. **Each** question carries **1** mark :

1. Thumbnail
2. Ears
3. Deadline
4. Intro
5. Jumpline
6. Churnalism
7. Paginate
8. Pitch.

(5×1=5)

PART – B

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

9. What is celebrity journalism ?
10. Explain Investigative Journalism.
11. Who is a stringer ?
12. Explain Hard News and Soft News.

(4×2=8)

P.T.O.



PART – C

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

13. Explain the duties of a copy editor.

14. Explain Inverted Pyramid Style.

15. Discuss Freelance Writing.

16. What is spot news reporting ?

17. Explain the role of news agencies.

18. Write a note on headlines.

19. Why are 'leads' important ?

(5×3=15)

PART – D

Answer **any two** of the following **not** exceeding **250** words **each**. **Each** question carries **6** marks :

20. Discuss citizen journalism.

21. Examine the different sources of news.

22. Examine the duties and responsibilities of a news reporter.

23. Explain news values.

(2×6=12)