

**E 1168**

(Pages : 3)

Reg. No.....

Name.....

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

**Fourth Semester**

B.A. English Literature and Communication Studies (Two Main)

Core Course—PRINT MEDIA AND JOURNALISM—II

(Prior to 2013 Admissions)

Time : Three Hours

Maximum Weight : 25

**Part A**

*Answer all questions.*

*Each bunch of four questions carries a weight of 1.*

- I. 1 Those who put technical information into easily understandable language :
- (a) Sub-editor. (b) Copy editor.  
(c) Technical writer. (d) News editor.
- 2 R.K. Laxman, the legendary cartoonist who died recently has worked with \_\_\_\_\_ newspaper.
- (a) The Hindu. (b) The Times of India.  
(c) The Pioneer. (d) The Indian Express.
- 3 Who is the Reader's editor of the Hindu :
- (a) N.Ram. (b) N. Ravi.  
(c) Paneer Selvam. (d) Malini Parthasarathy.
- 4 The famous concept of 5W's and 1H in journalism, evolved from the poem of \_\_\_\_\_.
- (a) Rudyard Kipling. (b) W.H. Auder.  
(c) William Wordsworth. (d) William Blake.
- II. 5 Expansion of ABC is \_\_\_\_\_.
- 6 AP is a \_\_\_\_\_.
- 7 \_\_\_\_\_ is part of the story that follows the lead.
- 8 The copy underneath a photograph is lesson as \_\_\_\_\_.
- III. 9 Gif is a \_\_\_\_\_ file.
- (a) Picture. (b) Text.  
(c) Graphics. (d) Symbol.

**Turn over**



- 10 A drawing usually freehand, outlining the position of news stories on a page is \_\_\_\_\_.  
 (a) Outline. (b) Text box.  
 (c) Dummy. (d) Sizing.
- 11 An article that appears regularly in a newspaper or magazine :  
 (a) Contribution. (b) Opinion.  
 (c) Column. (d) None of these.
- 12 Yes-No questions are :  
 (a) Closed-ended questions. (b) Open-ended questions.  
 (c) Leading questions. (d) Blank questions.
- IV. 13 An announcement and brief profile of the death of a person is \_\_\_\_\_.  
 14 Giving away information to journalists, by remaining unquoted by a source is known as \_\_\_\_\_.  
 15 The act of using sensational methods to attract readers is \_\_\_\_\_.  
 16 The decision, not to publish a finished story, in the last minute due to several considerations is termed as \_\_\_\_\_ a story.

(4 × 1 = 4)

**Part B**

*Answer any five questions in a sentence or two.  
 Each question carries a weight of 1.*

- |                     |                   |
|---------------------|-------------------|
| 17 Target audience. | 18 Plagiarism.    |
| 19 Middle.          | 20 Kicker.        |
| 21 Mast head.       | 22 Info graphics. |
| 23 Morgue.          | 24 Cropping.      |

(5 × 1 = 5)

**Part C**

*Answer any four questions in about 100 words each.  
 Each question carries a weight of 2.*

- 25 Describe the principles of crime reporting.
- 26 Write a 'middle' on any of the political controversies that you are familiar with.
- 27 Critically evaluate any of the magazine that you are familiar with in terms of design and content.
- 28 Describe various aspects of legislature reporting.



- 29 Explain how digital technologies in photography helped in the improvement of picture shooting and design of a newspaper.
- 30 What are the qualities required for a reporter ?

(4 × 2 = 8)

**Part D**

*Answer any two questions in about 300 words each.*

*Each question carries a weight of 4.*

- 31 If you are a sports reporter assigned to cover national games 2015 for a leading Malayalam daily, what would be your preparations for completing the assignment ? Write a curtain raiser story from the perspective of the Kerala team on national games 2015.
- 32 What are the major layout types ? Compare any two of front pages of the Malayalam or English dailies.
- 33 "Investigative journalism is a double-edged sword-critically analyse this statement. Discuss the the ethics involved in sting operations.

(2 × 4 = 8)