

B.A. DEGREE EXAMINATION, APRIL 2019
III Year VI Semester
Journalistic Writing

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Mention two major functions of the publishing industry.
2. What is Professional Journalism?
3. What are the different kinds of journalistic writing?
4. What is feature writing for Newspapers?
5. What is the role of an Editor?
6. What is 'Nose for News'?
7. What is Social Media? What are its impacts?
8. Describe News Process.
9. What are the various types of Advertisements?
10. Should advertisements need to possess a unique Language?
11. How can one be trained in Publishing?
12. What is the connection between Journalism and Social Media?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Describe how Journalism can be taken as a profession and what are the roles played by the Journalist?
14. Analyse the writing methodology in Journalism with specific reference to stories of Human Interest and Story Angle.
15. How important is Editing Process in Journalism? Describe the various aspects in production of quality in journalistic writings?
16. How can an interview be translated as a story with a specific focus? Explain the nuances of this method.
17. Do you remember any advertisement which caused a great impact in the society? Use that as an example to showcase the impact of advertisements in the society.
18. Highlight the importance of Slogans in Advertisements. How do these slogans attract public to convey the intended message?

19. Describe the various methods of Layout designing, and how it can make the story more appealing and prominent.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. What is the moral responsibility of Media to the Society? Use sufficient examples to substantiate your answer.
21. Attempt a journalistic writing of the achievement in this year in your college.
22. Write an essay on the entire process of Journalism from collection of data to circulation of printed papers/magazines/E-zines.
23. What are the pros and cons of Journalism through social media? Use examples to support your views.
24. Trace the origin and development of Advertisements and explain the various types of Advertisements.

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