

B.Sc. DEGREE EXAMINATION, APRIL 2019
I Year II Semester
Understanding the Communication Media

Time : 3 Hours

Max.marks :60

Section A ($10 \times 1 = 10$) Marks

Answer any **TEN** questions

1. Dateline
2. Soft News
3. Yellow Journalism
4. James Augustus Hickey
5. Inverted Pyramid
6. Define News
7. Attribution
8. Cropping
9. Press Freedom
10. Hoax
11. Ear Panel
12. ABC

Section B ($5 \times 4 = 20$) Marks

Answer any **FIVE** questions

13. Explain the basic elements for news writing.
14. What do you know about Gandhi as a journalist?
15. What are the principles of news selection?
16. What are the difference between news 'source' and news 'beat'?
17. Journalism in India is known to be the fourth Estate in our country-Explain.
18. What do you understand by PaidNews Concept?
19. What are the regulations of Press Council of India?

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

Answer any **THREE** questions

20. Describe the principle of reporting news for a daily newspaper.
21. Brief the role of Raja Ram Mohan Roy as a journalist and social reformer in Indian Journalism History.
22. Live coverage has made news a 24 hours business. Discuss the elements of news under this context.
23. How is reporting for a newspaper different from that of electronic media?
24. Define the role and responsibility of a journalist in shaping the nation.

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