

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Proximity
2. Reuters
3. Prime time news
4. Editorial
5. Newsroom
6. Cutline
7. Press release
8. Stringer
9. Hard news
10. Breaking news
11. Anonymous source
12. Byline

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

Answer any **FIVE** questions

13. List out the ingredients of news
14. Explain alternative journalism
15. Write a note on 5W's and 1H
16. Differentiate print and electronic media
17. What is inverted pyramid? Explain
18. Write a note on press ethics
19. What are the sources of news? Explain

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

Answer any **THREE** questions

20. What are the criteria for news worthiness? Explain
21. Trace the history of yellow journalism
22. Explain the essential elements of news writing
23. Differentiate hard news and soft news with examples
24. Write a detailed note on press and democracy

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