

B.A. DEGREE EXAMINATION, APRIL 2020
III Year VI Semester
Journalistic Writing

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define Journalism.
2. What are the types of Media?
3. What is the importance of layout designing?
4. What is Copy Editing?
5. Enumerate the types of Stories written in Journalistic writing.
6. What is Proof reading?
7. How different is the language of Media writing?
8. Define News Value.
9. What is News Packaging?
10. Explain the significance of Headlines.
11. What should be the proportion of Advertisements in a Newspaper or Magazine?
12. Explain Feature writing.

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

Answer any **FIVE** questions

13. Write a paragraph on the role played by Media in the Society.
14. Explain the importance of Advertising Agencies.
15. How much is humour and wit important in Journalistic writing?
16. How far has E-zines proved to be successful over regular Magazines?
17. Explain the intricacies in writing a story. What are the things to be kept in mind while writing a story?
18. What are the popular Social Networking Sites? Write a note on their impact.
19. Analyse the significance of Book/Movie Review.

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

Answer any **THREE** questions

20. Trace the Evolution of Advertisements and discuss its influence on the reading community.
21. Explain how social media has become a great tool for journalism. Write an essay on both the pros and cons of Social Media used in Journalism.
22. What is the Scope of Publishing Career? Explain how it is intertwined with culture and society, which makes it an inevitable entity?
23. Substantiate the importance of Editing & Layout designing in Print Media.
24. Write a detailed essay on the entire process of News production in a Journalistic Publishing Company.

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