

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

B.A. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - VI

17UELCE6A02 - Journalistic Writing

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Write a short note on any two functions of a publishing industry.
2. Give a brief note on the following : i) E-zines ii) Journalistic Writing.
3. Draft a review on the latest book or a movie that you watched recently.
4. Comment on the role of editing in journalism.
5. Describe the rules pertaining to conduct interviews in journalism.
6. Sketch the four most common types of blogs with an example.
7. How does advertising play an important role in journalism?
8. Discuss the elements of a newspaper layout.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Elucidate the role of media in enhancing the society.
10. Write in detail on the following topics: i) Writing items of News value ii) Stories of Human interest iii) Story Angle.
11. Discuss in detail on the importance of proof reading in journalism.
12. Give a detailed analysis on the origin and development of advertising in journalism.
13. Describe the difference between writing for newspapers and E-zines.
