

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. (Eng) END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - V

20UELET5001 - Introduction to Journalism and Mass Media

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Describe the history of Print Media.
2. Illustrate the methodology of writing a personal column in newspaper.
3. Examine the process of editing and proof reading.
4. Write a short note on Web writing (blog).
5. Summarize the steps on how to write a review.
6. Compare and contrast the impact of radio and TV news on the people.
7. Demonstrate your ideas on Mobile Journalism.
8. Explain the principles of Journalism.

Section C

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

9. Sketch the functions of journalism in current context.
10. List down the major aspects of framing a news and delivering the news in a media.
11. Determine the role and types of journalism with special reference to their skills in reporting.
12. Analyse the significance of writing for broadcast and writing for magazines.
13. Elaborate on your experience about a press visit and the ways in which the visit helped you to enhance your skills in publishing industry.
