

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. English - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - V

**24UELET5A01 - 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. List the functions of Journalism.
2. Explain the role of Electronic media in disseminating news.
3. Structure questions for conducting interview for news story.
4. Enumerate the rules of photojournalism.
5. Elaborate the Rights and responsibilities of the Editor.
6. Elucidate the nuances of good Headline creation.
7. Explain the following press laws - Defamation, Libel, Contempt of Court.
8. Outline the blog writing skills.

### **Section C**

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

9. Trace the history and growth of Print media in India.
10. Present an account of qualities of a good news reports and news features.
11. Asses the state of Journalism in the Techno-age.
12. Discuss in detail the Press Codes and Ethics that are in practice.
13. Explain in detail the process of Social media content creation.

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