

(6 pages)

Reg. No. :

Code No. : 30888 E

Sub. Code : ESHI 22

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2024.

Second Semester

History

Skill Enhancement Course – BASIC JOURNALISM

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following comes under modern digital form?
(a) newspaper (b) television
(c) radio (d) websites
2. News is a form of _____
(a) communication (b) language
(c) expression (d) symbol

3. TASS, the news agency is belongs to which country?

(a) Russia (b) U.S.A
(c) France (d) Italy

4. Arab News agency is for _____

(a) South East Asia
(b) Far East
(c) Middle East
(d) North East

5. All the mass media is depends upon _____

(a) New writers
(b) News Agency
(c) Editors
(d) Reporters

6. In media, target audience means _____

(a) people (b) agencies
(c) entrepreneurs (d) consumers

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7. Which pages are allotted for trade and Commerce news in general?

- (a) pages 6 and 7
- (b) pages 7 and 8
- (c) pages 5 and 6
- (d) pages 8 and 9

8. An interviewer who pretends to have heard the news without anyone listening is called _____

- (a) incubation interview
- (b) phone interviews
- (c) virtual interviews
- (d) panel interviews

9. What is creative lead?

- (a) The foremost idea of a Journalism
- (b) A piece of information that attracts and keeps the reader attentive
- (c) A point in the story where the reader victims interest
- (d) The viewpoint of a story

10. What do profile stories emphasis on?

- (a) A group's performance
- (b) An individual
- (c) Celebrity interviews
- (d) Existing insinuations

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PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Describe the various definitions of Journalism.

Or

(b) State the main Works of Samachar Bharathi.

12. (a) Write the determinant factors of news.

Or

(b) Explain the various news values.

13. (a) Summarize the method of Report making in Journalism.

Or

(b) Explain the responsibilities of a Reporter.

14. (a) Trace the News Sources.

Or

(b) Discuss about the role of News Agencies of India.

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15. (a) Explain the guidelines and protocols for Journalists in Web writing.

Or

- (b) Describe the purpose of an info-graphics.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Discuss the types and multifaceted role of Journals.

Or

- (b) Paraphrase the relationship between Indian News Agencies and Indian Journals.

17. (a) Illustrate the Qualifications and Functions of a Journalist.

Or

- (b) Write an essay on the Investigative Reporting method in Journalism.

18. (a) Illustrate the types of interviews in Journalism.

Or

- (b) Discuss about the guidelines for Web writing.

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19. (a) Estimate the method to write Headlines in News paper.

Or

- (b) Identify the purpose of Caption Writing.

20. (a) Explain the role of Editor in Journalism.

Or

- (b) Summarize the Layout of format of Writing News.

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