

Reg. No. :

Code No. : 12124

Sub. Code : BNEN 3 A

UG (CBCS) DEGREE EXAMINATION,
NOVEMBER 2011.

Third Semester

English

Non Major Elective — JOURNALISM

(For those who joined in July 2010 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (20 × 2 = 40 marks)

Answer ALL the questions.

1. What is communication?
2. Write any two functions of communication.
3. What is the role of media in communication?
4. What is the importance of mass communication for a company?

5. Define journalism.
6. Give two characteristics of a journalist.
7. Define news.
8. What is news value?
9. What is the role of an editor?
10. What is a yellow page?
11. How does mass communication affect culture?
12. Explain the difference between mass communication and personal communication.
13. What are the various media used for mass communication?
14. Who is important in designing a magazine?
15. Write about any two leading news papers.
16. Do the press need freedom? Why?
17. Differentiate news paper and a magazine.
18. What is freelance writing?
19. What is censorship?
20. What is feature writing?

PART B — (5 × 7 = 35 marks)

Answer the following questions in about 250 words.

21. (a) What are the various elements of Mass Communication?
Or
(b) Write any five theories related to media.
22. (a) Write about different types of journalism.
Or
(b) What is the role of the press in the growth of journalism?
23. (a) What is the history of Indian journalism?
Or
(b) What is the etiquettes to be followed in writing news?
24. (a) Write a small report about any news you read in the past.
Or
(b) What are the different genres in magazines?
25. (a) Write an account on freedom of the press.
Or
(b) Write about Press-Meet.