

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017****Fourth Semester****B.A. English Literature and Communication Studies (Two Main)****Core Course—PRINT MEDIA AND JOURNALISM—II****(2013 Admission onwards)****Time : Three Hours****Maximum Marks : 80****Part A***Answer all questions each in a word or sentence.**Each question carries 1 mark.*

1. Information or news given earlier before the occurrence of the event with conditions for publications is called \_\_\_\_\_.
2. OpEd is \_\_\_\_\_.
3. Ghost Writers are \_\_\_\_\_.
4. Byline means \_\_\_\_\_.
5. Sans Serif is \_\_\_\_\_.
6. Outline is \_\_\_\_\_.
7. Picture Cropping is used to \_\_\_\_\_.
8. Kannadi was a news magazine in Asianet News, hosted by \_\_\_\_\_.
9. The first printed book \_\_\_\_\_.
10. Vox Pop means \_\_\_\_\_.

**(10 × 1 = 10 marks)****Part B***Answer any eight of the following in about 50 words each.**Each question carries 2 marks.*

11. Defamatory content in news.
12. Summary Lead Structure.
13. Staccato Lead.
14. Spot Reports.

**Turn over**

15. Anonymous source.
16. Raghu Rai.
17. Stet.
18. Page Brighteners.
19. Offset Printing.
20. Feature Syndicates.
21. Automobile Magazines.
22. Leading Questions.

(8 × 2 = 16)

### Part C

*Answer any six questions in about 100 words.*

*Each question carries 4 marks.*

23. What do you mean by objectivity and fairness in reporting?
24. What are the principles of composition while framing a picture?
25. 'In an era of live telecast of all major sports events survival of a sports magazine is extremely difficult'. Suggest strategies for content generation for a newly launched sports magazine.
26. Write a story on ISRO's world record launch of 104 satellites from a single rocket.
27. What are the various steps involved in headline writing?
28. What are the news values?
29. Write notes on four types of beats of your choice.
30. What are the principles involved in online newspaper production?
31. Critically appreciate any two world famous photographs.

(6 × 4 = 24)



**Part D**

*Write essays on any two of the following questions, each in about 300 words.*

*Each question carries 15 marks.*

32. How do the news and the feature differ in terms of approach, content and style? Explain in detail the principles, approach and realization of news stories and feature stories.
33. What are the qualities of a reporter? Describe at least five areas of specialized reporting.
34. What are the principles involved in page make up? Describe different types of page make up styles.
35. You are assigned to bring out a special issue on the impact of demonetization in Kerala. Write in detail your story ideas, plan for implementation and presentation style.

(2 × 15 = 30)