

D 13308

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2018

(CUCBCSS—UG)

JOU 1C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

JOU 2C 01—NEWS REPORTING AND EDITING

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions not exceeding 50 words.

Each question carries 3 marks.

1. Decoding.
2. Verbal communication.
3. Internet.
4. Mass Media.
5. AIR.
6. Soft News.
7. Headlines.
8. Bureau chief.
9. News agencies.
10. Sensationalism.

(5 × 3 = 15 marks)

Part B

Answer any seven questions not exceeding 100 words.

Each question carries 5 marks.

11. Explain intrapersonal communication.
12. What is Aristotle's Model of communication ?
13. Write briefly on the birth of film.
14. Explain the advantages of web journalism.
15. Discuss the scope of Right to Information Act.
16. Discuss the nature and characteristics of newspapers.
17. Examine the qualities required of a news photographer.
18. What are the responsibilities of a chief editor ?
19. What are the different types of features ?
20. Write a note on any two international news agencies.

Turn over

21. Explain the structure of a news story.
22. Explain investigative journalism with recent examples from India.

(7 × 5 = 35 marks)

Part C

*Answer the following questions not exceeding 400 words.
Each question carries 15 marks.*

23. (a) Define communication and explain the elements of communication.

Or

- (b) Critically examine the role of social media as a political and educational tool.

24. (a) Examine the different sources of news.

Or

- (b) Discuss the general principles in writing headlines, subheads and captions.

(2 × 15 = 30 marks)

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SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2018

(CUCBCSS)

Complementary Course

**JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all the following (Part I and II must be attended separately)

PART I

1. Narcotisation is an example of _____.
2. DTP is the abbreviation of _____.
3. _____ is known as the medium of laymen.
4. Internet is known as _____ of networks.
5. RTI was enacted in the year _____.
6. _____ are like magic bullets according to Magic Bullets Theory.

(6 × ½ = 3 marks)

PART II

7. The views of a newspaper appear on _____ page.
8. Back office of a newspaper is _____ department.
9. Advertisements appears in the form of editorial is _____.
10. Weblogs are commonly known as _____.
11. Letters to the editor are _____.
12. Specialised area of reporting is _____.

(6 × ½ = 3 marks)

Section B

Answer any five of the following from each part

PART I

13. Article 19 (1)(a)
14. Feedback.

Turn over

15. Ethics.
16. FM
17. E-paper.
18. Troll.

(5 × 2 = 10 marks)

PART II

19. Speed.
20. Lead.
21. Objectivity.
22. Place line.
23. Defamation.
24. Special correspondent.

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part in not more than 100 words.

PART I

25. Explain the process of interpersonal communication.
26. What are the merits of newspaper as a mass medium ?
27. Write a brief note on AIR's history.
28. Examine the characteristics of new media.

(3 × 5 = 15 marks)

PART II

29. Explain the role and responsibilities of a sub editor.
30. Explain the inverted pyramid style of news writing.
31. What are soft stories ?
32. Describe the nature of news interviews.

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. Define mass communication. Explain the functions and dysfunctions of mass communication.
34. Compare the communication models of Aristotle and Harold Lasswell.

(1 × 12 = 12 marks)

PART II

35. Explain the organization structure of a newspaper and elaborate the functions of each department.
36. What is the significance of newspaper pagination ? Comment on the trends in newspaper layout.

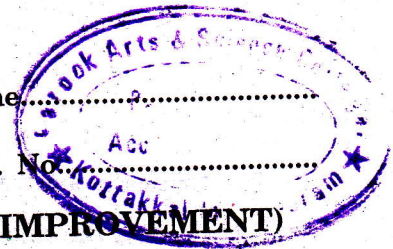
(1 × 12 = 12 marks)

C 5311

(Pages : 2)

Name.....

Reg. No.



**FOURTH SEMESTER B.A. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, MAY 2016**

(UG—CCSS)

Complementary Course

JCC 104—NEWS REPORTING AND EDITING

Time : Three Hours

Maximum : 30 Weightage

Part A

I. Answer any *twelve* questions, each not exceeding 50 words. Each question carries 1 weightage :

- 1 Style book.
- 2 UNI.
- 3 5 Ws and 1 H.
- 4 Profile feature.
- 5 Editorials.
- 6 Beats.
- 7 Photo caption.
- 8 Ear panels.
- 9 Skyline.
- 10 Sacred cow.
- 11 Soft news.
- 12 Press Council.
- 13 Wage boards.
- 14 Banner.
- 15 Source book.
- 16 Ombudman.

(12 × 1 = 12 weightage)

Part B

II. Answer any *five* questions, each not exceeding 150 words. Each question carries 2 weightage :

- 17 Differentiate between News writing, Feature writing and Opinion writing.
- 18 What are the salient features of layout and design in a newspaper ?
- 19 What are the different kinds of headlines ?
- 20 Why is style book a major factor in editing the copy ?

Turn over

- 21 Critically analyze the role and importance of an editorial in a newspaper in the recent times.
- 22 Discuss the role of a photographer in a newspaper.
- 23 Draw a chart of the editorial hierarchy in a newspaper office.
- 24 How is writing for Television different from that of Print media ? Illustrate with examples.

(5 × 2 = 10 weightage)

Part C

III. Answer any *two* questions, each not exceeding 450 words. Each question carries 4 weightage :

- 25 Narrate the importance of graphics in page layout.
- 26 How would you assess the newsworthiness of an event ? Illustrate with examples.
- 27 What is interviewing ? How do you prepare yourself to interview the Prime Minister ?
- 28 Write an editorial critically examining the E-governance scheme of Kerala Government.

(2 × 4 = 8 weightage)

C 82003

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Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2015

(UG—CCSS)

Complementary Course

Mass Communication and Journalism

JCC 104—NEWS REPORTING AND EDITING

Time : Three Hours

Maximum : 30 Weightage

Part A

I. Answer any twelve questions, each not exceeding 50 words. Each question carries 1 weightage.

1. Editorial.
2. Photo editor.
3. Circulation department.
4. Mechanical department.
5. Infographics.
6. Advertising department.
7. Investigative journalism.
8. Inverted pyramid style.
9. Hour glass style.
10. UNI.
11. BBC.
12. Hospital beat.
13. Pagination.
14. Subheads.
15. Futures file.
16. Berliner.

(12 × 1 = 12 weightage)

Part B

II. Answer any five questions, each not exceeding 150 words. Each question carries 2 weightage.

17. What are the duties of the sub-editor ?
18. What are the principles of translation ?
19. Why is the lead called the most important part of the news story ?

Turn over

20. What is column writing ?
21. The city pullouts of the newspapers are becoming very popular in recent years. What could be the reason for this popularity ?
22. What is media monitoring ?
23. Draw a chart of the editorial hierarchy of the main news desk.

(5 × 2 = 10 weightage)

Part C

III. Answer any **two** questions. each not exceeding 450 words. Each question carries 4 weightage.

24. Elucidate the working of a news bureau.
25. What is feature writing ? What are the different kinds of features ?
26. What are the major sources of news ? How do you check the authenticity of the information ?
27. What is paid journalism ? How is it different from advertorials and marketing features ?

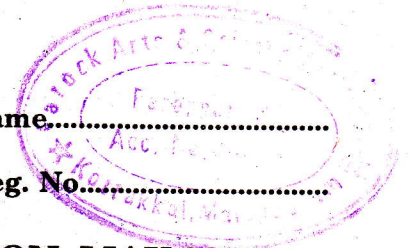
(2 × 4 = 8 weightage)

C 62200

(Pages : 2)

Name.....

Reg. No.....



FOURTH SEMESTER B.A. DEGREE EXAMINATION, MAY 2014

(UG-CCSS)

Complementary Course – Mass Communication and Journalism

JCC 104 – NEWS REPORTING AND EDITING

Time : Three Hours

Maximum : 30 Weightage

Part A

I. Answer any *twelve* questions, each not exceeding 50 words. Each question carries 1 weightage :

1. Caption and cutline.
2. Advance story and embargoed story.
3. Press conference and meet-the-press.
4. Cartoon profile.
5. Pocket cartoon.
6. How-to-do-it feature.
7. Higher education beat.
8. News editor.
9. Bureau chief.
10. Hard news.
11. Soft news.
12. Blurb.
13. Freelancer.
14. Press photographer.
15. Curtain raiser.
16. PTI

(12 × 1 = 12 weightage)

Part B

II. Answer any *five* questions, each not exceeding 150 words. Each question carries 2 weightage :

17. What are the different divisions in a newspaper office?
18. Explain briefly the editorial hierarchy in a newspaper office.
19. What is the universally accepted structure of a news story?

Turn over

20. What are the different types of news?
21. Explain briefly the different kinds of headlines.
22. What preparation would you make before interviewing a VVIP?
23. Which are the major international news agencies?
24. How do you cultivate news sources?

(5 × 2 = 10 weightage)

Part C

III. Answer any *two* questions, each not exceeding 450 words. Each question carries 4 weightage :

25. Define news and discuss the various ingredients of news.
26. Why a stylebook is essential in a newspaper office?
27. Do you support sting operation? Substantiate your answer by citing relevant data and observations made by important authors.
28. Discuss the role of the photographers in gaining good readership of the newspaper.

(2 × 4 = 8 weightage)

C 41577

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Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2013

(CCSS)

Mass Communication

JCCI 04—NEWS REPORTING AND EDITING

Time : Three Hours

Maximum : 30 Weightage

Part A

I. Answer any *twelve* questions, each not exceeding 50 words. Each question carries 1 weightage :

- 1 Skyline.
- 2 Banner.
- 3 Ear Panels.
- 4 Imprint line.
- 5 IPRD.
- 6 Hard and soft news.
- 7 Subhead and blurb.
- 8 Advance story and curtain raiser.
- 9 Press conference and meet-the-press.
- 10 Caption and cutline.
- 11 Beat reporting.
- 12 Photoshop.
- 13 PTI.
- 14 UPI.
- 15 5 Ws and one H.
- 16 Leader writer.

(12 × 1 = 12 weightage)

Part B

II. Answer any *five* questions, each not exceeding 150 words. Each question carries 2 weightage :

- 17 Briefly explain the various divisions in a newspaper office.
- 18 Draw a chart of the editorial hierarchy in a newspaper office.
- 19 What are the principle of copy editing ?

Turn over

- 20 Who/What are your sources of information for writing a story on real estate boom in Kerala ?
- 21 Why is style book an important factor in news editing ?
- 22 What are the contributions of photographers in the newspapers ?
- 23 What is cheque book journalism ? Explain.
- 24 What are the different kinds of headlines ?

(5 × 2 = 10 weightage)

Part C

III. Answer any *two* questions, each not exceeding 450 words. Each question carries 4 weightage :

- 25 What is Interviewing ? How do you prepare yourself to interview the Chief Minister ?
- 26 How do you collect news ? How do you check and re-check the information you gather ?
- 27 Elucidate how a news story appears in print.
- 28 Discuss the duties and responsibilities of the Chief Editor of a newspaper.

(2 × 4 = 8 weightage)

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(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, MAY 2012

(CCSS)

Mass Communication

JC C1 04—NEWS REPORTING AND EDITING

Time : Three Hours

Maximum : 30 Weightage

PART A

Answer all questions (Weightage: $12 \times \frac{1}{4} = 3$)

1. The publication with which Gandhi was not directly associated with
 - a) Young India
 - b) Navajivan
 - c) The Hindu
 - d) Harijan
2. _____ are the reporters working for a media organisation on contract basis
 - a) Correspondents
 - b) Stringers
 - c) Editors
 - d) Designers
3. In Newspapers, where do we find the "ears"
 - a) Above the editorial
 - b) On the top-right corner of the op-ed page
 - c) On the top-left corner of the op-ed page
 - d) on one or both sides of the nameplate
4. The reference library of a newspaper organisation is also called as
 - a) Box
 - b) Morgue
 - c) Bullet
 - d) Must
5. Scibus is a free software used to,
 - a) Edit photographs
 - b) Browse web pages
 - c) Layout and design publications
 - d) Translate languages
6. The lead which start with a story about a person or an event is,
 - a) Staccato Lead
 - b) Narrative Lead
 - c) Anecdotal Lead
 - d) Descriptive.
7. Identify the digital picture format from the following
 - a) JPEG
 - b) MP4
 - c) PHP
 - d) PDF

Turn over

8. Writer who specialised in a subject and writes regularly in a publication is called,
- a) Correspondent b) Columnist
c) Liner d) Editor
9. Name and address of the publisher and printer often given at the foot of the back page,
- a) Slug b) Must
c) Morgue d) Imprint
10. _____ and _____ are important attributes of news reporting.
- a) Clarity, Precision b) Neatness, Presentation
c) Makeup, Design d) Money, Contacts
11. The newspaper's nameplate is also called as,
- a) Deck b) Flag c) Teaser d) Index
12. Pages are created and printed electronically with a software is called,
- a) Designing b) Page Editing
c) Makeup d) Pagination

PART B

Answer all the nine short answer questions (Weightage: 9 x 1 =9)

13. Fourth estate
14. Newshole and Adhole
15. Beat
16. Deadline
17. Correspondent
18. Nose for news
19. Editor-in-chief
20. Off the record
21. Typography

PART C

Write short essays on any five of the following (Weightage: 5 x 2 = 10)

22. What are the different types of news stories?
23. Define sting operation.

24. Briefly explain the principles of reporting.
25. Define *soft news* and *hard news*.
26. Discuss briefly the importance of *lead*.
27. How the sources have become important in news reporting ?
28. What are the functions of news agencies?

PART D

Write essays on any two of the following (Weightage: 2 x 4 = 8)

29. Why should we follow 'inverted pyramid' style in newspapers? Discuss
30. Explain a minimum of four important *news values*. Substantiate your answer with suitable examples
31. Discuss the influence of technology in newspaper reporting and editing.