

**F-5788**

**Sub. Code**

**7BENE2B**

**B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**English**

**Elective : JOURNALISM AND MASS COMMUNICATION**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is good journalism?
2. What are the things that will interest the reader?
3. Define 'interpersonal communication'.
4. Write a short note on 'Electronic Media'.
5. What is meant by 'Quality of News'?
6. What is 'tautology'?
7. Brief on 'Sensationalism'.
8. Write a short note on 'The Copyright Act of 1957'.
9. Throw light on 'language of advertisements'.
10. What is meant by profession assistance?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe Journalism.

Or

- (b) What are the cardinal virtues which Plato discusses in “The Republic”?

12. (a) What is your favourite instrument of Mass Communication? Explain.

Or

- (b) Write a paragraph on ‘methods of communication’.

13. (a) Write a principles of conducting an interview.

Or

- (b) Discuss the “language problems in sub-editing”.

14. (a) Write a paragraph on ‘censorship in press’.

Or

- (b) What are the social responsibilities of a press?

15. (a) Give a brief account on public relations in industry.

Or

- (b) What are the important points to keep in mind while planning an advertising campaign?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Write a detail essay on development of Journalism.

17. Write an essay on the language of journalism.

18. Discuss the various functions of an editor of a newspaper.
  19. Discuss the codes of ethics in press.
  20. Explain the types of advertising in detail.
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