

**F-1661**

**Sub. Code**

**7BENA3**

**U.G. DEGREE EXAMINATION, APRIL 2019**

**English**

**Allied — JOURNALISM**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the main objectives of the Press Council?
2. Define libel.
3. Expand PTI and Uni.
4. What is called soft news?
5. What should be the outlook of a reporter?
6. What is the style of sports news?
7. Define lead.
8. What is *journalese*?
9. Define banner headline.
10. What is called the summary lead?

**Part B**

(5 × 5 = 25)

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

11. (a) Analyze the ethics of journalism.

Or

- (b) Describe the composition of the press Council.

12. (a) What are the different sources of news?

Or

- (b) Analyze the different news agencies.

13. (a) Explain investigative reporting.

Or

- (b) What are the qualifications of a crime reporter?

14. (a) What is the role of the sub – editor?

Or

- (b) Analyze the common methods used in writing the body.

15. (a) Analyze the art of writing columns.

Or

- (b) What are the factors to be considered while writing headlines?

**Part C** $(3 \times 10 = 30)$ 

Answer any **three** questions.

16. Discuss the principal and ethics of journalism.
  17. Examine the elements of news.
  18. Analyze the qualities that make a good reporter.
  19. Discuss the anatomy of editing.
  20. Examine the language of journalism.
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