C 24831

Name...

Reg. No.....................................

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2017

(CUCBCSS—UG)

Complementary Course

JOU 1C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

AND

JOU 2C 01—NEWS REPORTING AND EDITING

Time : Three Hours   Maximum : 80 Marks

Section A

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

PART I

1. Dyadic communication is also known as —————.

2. Initial, exploratory stage of communication is known as —————.

3. The first daily newspaper in English is —————.

4. Kinetoscope was invented by —————.

5. WWW stands for —————.

6. *Medium is the message* is a concept coined by —————.

(6 × ½ = 3 marks)

PART II

7. *Tehelka* is a —————.

8. Reporter who covers a specific geographic area or subject is known as —————.

9. Bulldog is ————— edition of a newspaper.

10. Layout of a newspaper showing the position of each story and picture is known as —————.

11. A person who ensures copy is free from typographical errors is called —————.

12. *Lucknow Boy* is a memoir written by veteran journalist —————.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any **five** *of the following from each part.*

PART I

13. *Many voices*, one world.

14. Interactive communication.

15. Communication gap.

16. Agenda setting.

17. New media.

18. Wlibur Schramm.

(5 × 2 = 10 marks)

PART II

19. Advantages of print media.

20. Duties of news editor.

21. Types of interviews.

22. Precision journalism.

23. Photo journalism.

24. Headline writing.

(5 × 2 = 10 marks)

Section C

Answer any **three** *of the following from each part.*

PART I

25. Define and explain non-verbal communication.

26. Write a brief note on early beginning of television broadcasting in India.

27. Describe the advantages and disadvantages of social media.

28. Explain the basics of web writing.

(3 × 5 = 15 marks)

PART II

29. What are the advantages of inverted pyramid style ?

30. Detail the editorial hierarchy.

31. Write a note on news releases.

32. Describe the need for designing and pagination of newspaper pages.

(3 × 5 = 15 marks)

Section D

Answer any **one** *of the following from each part.*

PART I

33. Explain the concept of 'Global Village'.

34. Assess the scope and limitations of print media and online media.

(1 × 12 = 12 marks)

PART II

35. Elaborate the qualities and responsibilities of a newspaper reporter.

36. Discuss the current trends in Indian print journalism.

(1 × 12 = 12 marks)