

D. K. M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
NOVEMBER - 2017
ELECTIVE I : JOURNALISM

15CEN5E

Time : 3 Hours

Max. Marks : 75

SECTION – A (10 x 2 = 20)

Answer ALL the questions.

1. Define Journalism.
2. What is 'newsworthiness'?
3. What is 'beat' in reporting?
4. Name any two national news agencies.
5. Why is interviewing an important part of journalism?
6. List out any two hallmarks of good journalistic writing.
7. What are the functions of a headline?
8. Define quotation lead with an example.
9. What is the primary role of a sub - editor?
10. What is an editorial in a newspaper?

SECTION – B (5 x 5 = 25)

Answer any FIVE of the following questions.

11. Write a short note on the role of international news agencies in disseminating news.
12. What is inverted pyramid structure in News writing? Explain with examples.
13. What are the basic elements of journalistic style?
14. Enlist the Dos and Don'ts that an interviewer has to bear in mind.
15. Write a short note on the canons of journalism.
16. How does the editorial section serve as the record section of a newspaper?
17. Distinguish between Print Journalism and Broadcasting Journalism.
18. What are the qualities of a good reporter?

SECTION – C (3 x 10 = 30)

Answer ALL the questions.

19. (a) Write an essay on journalism and its impact on society.
(Or)
(b) Write a report on any recent event of your choice for a newspaper. Follow journalistic style.
20. (a) Write an essay on the role and duties of a reporter.
(Or)
(b) Imagine you are interviewing a famous personality for a newspaper. Write a brief introduction about the personality and frame a minimum of ten questions with probable answers.
21. (a) *A good editing department is what makes a great newspaper.* Discuss
(Or)
(b) Discuss main types of leads with examples.