

**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)