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(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2023**

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*The questions carry 2 marks each.*

*Ceiling : 25 marks.*

1. News Beat.
2. Lead.
3. Typography.
4. PRSL.
5. Freelancer.
6. Ad agency.
7. Press Release.
8. Cartoons.
9. CSR.
10. Profile.
11. Jingle.
12. PR Tools.
13. Correspondent.
14. Commercials.
15. Photo journalist.

**Turn over**

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**Section B**

*The questions carry 5 marks each.*

*Ceiling : 35 marks.*

16. Explain the important features of column writing.
17. What are the social and economic benefits of advertising ?
18. Describe briefly the role of chief sub-editor in editing newspaper.
19. What is PR campaign ? Explain the main elements of a PR campaign.
20. What is the function of headline in a print advertisement ?
21. Discuss the importance of public in Public Relations.
22. What are the procedures for writing a news report ?
23. What is investigative journalism ? Discuss the qualities of an investigative reporter.

**Section C**

*Answer any two out of four.*

24. Define advertising and trace its historical development.
25. Discuss the role of Public Relations in the image management of a celebrity.
26. Delineate the organizational chart of a medium sized newspaper.
27. Reporters are eyes and ears of a media organization. Do you subscribe to this view ? Illustrate your answer giving the job of a reporter.

(2 × 10 = 20 marks)