

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Mass Communication and Journalism
JOU 4(3) C01—JOURNALISTIC PRACTICES

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer at least **ten** questions.*

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

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|----------------|---------------------|
| 1. Desk. | 2. Vinod Mehta. |
| 3. Soft news. | 4. R. K. Laxman. |
| 5. Rana Ayyub. | 6. Columns. |
| 7. Reuters. | 8. QuarkXPress. |
| 9. PRSI. | 10. Code of Athens. |
| 11. Logo. | 12. AAAI. |
| 13. Raghu Rai. | 14. Attribution. |
| 15. Middle. | |

(10 × 3 = 30 marks)

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Describe the role of the business section of a newspaper.
17. What is the role of a news editor ?
18. Elaborate the preparations needed for an interview.
19. How do social media especially Twitter become important news sources ?

Turn over

20. Analyse the need for designing a newspaper.
21. Headlines should not only tell the story, but also sell them. Explain.
22. Examine the digital tools for a PR practitioner.
23. Assess the important code of ethics in advertising.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically analyse the role of chief editor of a newspaper.
25. What is a personality profile ? Write a profile of a person of your choice.
26. Why do we need editing ? Elaborate the general rules of editing in a newspaper.
27. What is CSR ? How does a company /enterprise benefit from CSR ?

(2 × 10 = 20 marks)