

FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2022

Functional English

FEN 5B 08—PRINT MEDIA

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

I. Answer the following questions in two or three sentences. All Questions can be answered. Each Question carries 2 marks.(Ceiling : 25 marks)

- 1 What is Op-ed in Journalism ?
- 2 Define blooper.
- 3 What is dummy ?
- 4 Discuss the benefits of citizen journalism in the present situation.
- 5 State the types of editorials.
- 6 What is breaking news ?
- 7 What is offset ?
- 8 What is media convergence ?
- 9 Differentiate scoop from beat.
- 10 What is a stringer ?
- 11 What is a name plate and how is it different from byline ?
- 12 Discuss Barker.
- 13 Give a note on various forms of mass media.
- 14 Explain the significance of mass media in crisis communication.
- 15 Elaborate the importance of the internet in journalism.

II. Answer the following questions in a Paragraph. All questions can be answered. Each Question carries 5 marks.(Ceiling : 35 marks)

- 16 Differentiate Traditional media from Electronic media.
- 17 Discuss precision journalism.

Turn over

- 18 Define **Headline** and **banner**. Discuss the difference with examples.
- 19 How is **citizen journalism** different from **investigative journalism** ?
- 20 Review a movie you have recently watched.
- 21 Dissert the peculiarities of **print media writing** from **digital media writing**.
- 22 What are the rules of editing ?
- 23 Discuss the requisite of an editorial in a newspaper.

III. Answer any *two* of the following is not more than 250 words.

- 24 Discuss the beginning of **Indian Journalism** and **freedom of press**.
- 25 **Yellow journalism** and **Citizen Journalism** brings in unworthy news content circulation. Argue.
- 26 Elaborate news writing structure compared to feature writing.
- 27 **Digital journalism**, a boon or bane - Discuss.

(2 × 10 = 20 marks)