

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

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.

1. Cutline.
2. Harold Evans.
3. Hour glass.
4. Speciality reporting.
5. AFP.
6. Middle.
7. Skyline.
8. In Design.
9. House journal.
10. PSA.
11. Jingle.
12. Pocket cartoon.
13. Circulation Department.
14. Kevin Carter.
15. Travelogue.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Answer Type)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Examine the role and challenges of a freelance.
17. Describe the advantages and disadvantages of inverted pyramid style of reporting.
18. Elaborate the difference between straight reporting and interpretative reporting.
19. Why do we need to design a newspaper ?
20. Explain the role of ASCI.
21. What is CSR ? How does it make business entities more accountable ?
22. Analyse the role of an advertising agency ?
23. Elaborate the important principles of copywriting.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically analyse the effects of advertising. Describe your answers with appropriate examples.
25. Elaborate the role and relevance of PR for a government.
26. A good investigative report is the result of months of research and painstaking efforts. Elaborate the above statement by citing examples.
27. Sub-editor is the unsung hero of a newspaper. Discuss.

(2 × 10 = 20 marks)