

D 44312

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER B.A. DEGREE (SUPPLEMENTARY) EXAMINATION
APRIL 2018**

(CCSS—SDE)

Journalism and Mass Communication

JC 4C 04—PRINT MEDIA JOURNALISM

Time : Two Hours and Forty-Five Minutes

Maximum : 27 Weightage

Part B

I. Write short notes on all the *nine* questions :

- 1 R. K. Laxman.
- 2 Circulation department of a newspaper.
- 3 Summary lead.
- 4 Stylebook.
- 5 Letter press.
- 6 Press Conference.
- 7 Paid news.
- 8 Digital journalism.
- 9 PCI.

(9 × 1 = 9 weightage)

II. Write short essays on any *five* of the following :

- 10 Describe the scope and challenges of a freelance.
- 11 What is the role of 'letters to the editor' in a newspaper ?
- 12 How do photos complement news reports in a publication ?
- 13 Explain the provisions of 'Indecent Representation of Women Act.'
- 14 Define a review. What are the pre-requisites for writing an effective review ?
- 15 Examine the role and functions of a news release.
- 16 Detail the advantages and disadvantages of inverted pyramid style of writing.

(5 × 2 = 10 weightage)

Turn over

III. Write essays on any *two* of the following :

- 17 Explain the term defamation. How do reporters come under the provision of defamation. Explain also the defenses for a journalist against defamation cases.
- 18 'Chief editor's job is not a bed of roses, but often a bed of thorns.' Comment.
- 19 Describe in detail the role and responsibilities of a sub-editor in a newspaper.

(2 × 4 = 8 weightage)