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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION  
NOVEMBER 2025**

Functional English

FEN 5B 08—PRINT MEDIA

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Answer the following questions in two *or* three sentences. All questions can be answered. Each question carries 2 marks. (ceiling : 25 marks)

1. Who is considered the father of Indian journalism ?
2. Name any *two* Acts passed by the British to control the press in India ?
3. What is "People's Voice" ?
4. Name a newspaper started by Raja Ram Moham Roy.
5. List any *two* types of print media.
6. How do you define a jump line ?
7. Explain the concept of a news lead.
8. What is a feature story ?
9. Differentiate between a dateline and a byline ?
10. Define a 'scoop' in journalism ?
11. Name two characteristics of good journalistic writing.
12. What is the purpose of an editorial ?
13. Define media convergence.

Turn over

14. How does the internet differ from traditional mass media ?

15. What was the first newspaper published in India ?

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

16. Explain the difference between 'investigative journalism' and 'sting operation'.

17. Analyze the role of design, artwork, and pagination in a newspaper's visual appeal and readability.

18. Compare and contrast journalistic writing and creative writing in detail.

19. Describe the challenges faced by journalists during the British Raj.

20. Explain the structure of a news story, focusing on the inverted pyramid style.

21. Describe the role of TV and Radio in mass communication.

22. Explain the significance of media ethics in professional journalism.

23. Elaborate on the challenges faced by journalists in contemporary India.

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

24. Critically evaluate the contribution of prominent nationalist leaders and their publications to the cause of Indian independence.

25. Critically evaluate the impact of the 'new media' on traditional mass media and society.

26. Elaborate on the core principles and role of journalism in a society.

27. Discuss the comprehensive process of editing and proofreading, explaining the standards and symbols used in the industry.

(2 × 10 = 20 marks)