

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

21. Explain the significance of Copyright Laws.
22. Write on Contempt of Court.
23. How does Government control press?
24. How do interviews function as suppliers of news?
25. How and why are headlines written?
26. Write any five proofreading marks and their meanings.
27. How does the emergence of Television expand mass communication?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in 300 words each.

28. Discuss Press Freedom with reference to India.
29. Analyse the role performed by the Editor of a newspaper.
30. Bring out the salient aspects of feature writing.
31. Why is Photographic Journalism more effective?
32. Write on the ethical and social responsibilities of News Media.

APRIL 2019

71224/BRE6B

Time : Three hours

Maximum : 75 marks

SECTION A — (20 × 1 = 20 marks)

Answer ALL the questions.

1. Journalism is the \_\_\_\_\_ reporting of events.  
(a) untimely (b) late (c) timely (d) interpreted
2. Discipline of verification that \_\_\_\_\_ journalism from other modes of communication.  
(a) distinct (b) distinguishes (c) extinguishes (d) distinguishable
3. \_\_\_\_\_ try to convey a fair and reliable account of their information.  
(a) Journalists (b) Critics (c) Judges (d) Lawyers.
4. Bengal Gazette was started by Augustus Hickeys in \_\_\_\_\_.  
(a) London (b) Madras (c) Calcutta (d) Bombay
5. 'The Hindu' of Madras was started in 1878 as \_\_\_\_\_.  
(a) a weekly (b) a daily (c) a fortnightly (d) a monthly

6. Amrita Bazar Patrika was started as a weekly in \_\_\_\_\_  
(a) Marathi (b) Bengali (c) Hindi (d) Urdu
7. The code of conduct for the working journalists is known as \_\_\_\_\_ of journalism.  
(a) Practice (b) Ethics (c) Function  
(d) Programme
8. Freedom of the Press is to serve the \_\_\_\_\_ of the country.  
(a) people (b) leaders (c) owners (d) politicians
9. Impartiality means \_\_\_\_\_ presentation of news.  
(a) biased (b) interpreted (c) unbiased  
(d) coloured
10. A journalist should protect confidential \_\_\_\_\_ of information.  
(a) sources (b) suppliers (c) supporters  
(d) reviewers
11. Press Council was established in Britain, in \_\_\_\_\_  
(a) 1945 (b) 1946 (c) 1947 (d) 1948
12. The Press is generally regarded as the \_\_\_\_\_ of a Democracy.  
(a) Fourth Estate (b) Second Estate (c) Real Estate  
(d) Coffee Estate

13. Beat reporters take care of the news originating from \_\_\_\_\_.  
(a) foreign sources (b) national sources (c) local sources  
(d) international sources
14. \_\_\_\_\_ headline runs across the page.  
(a) Liner (b) Stringer (c) Banner (d) Kicker
15. Assembling of the pages of a newspaper is called \_\_\_\_\_.  
(a) Make-up (b) Body (c) Dummy (d) Proof
16. \_\_\_\_\_ is the newspaper's opinion and comment or current news published.  
(a) Edition (b) Editorial (c) Editing (d) Edit
17. Reuters is \_\_\_\_\_ News Agency.  
(a) an Indian (b) a Chinese (c) a British (d) an American
18. \_\_\_\_\_ is a paid news.  
(a) Advertisement (b) Obituary (c) Review  
(d) Column
19. Advertisement's chief aim to amplify the \_\_\_\_\_ for the products.  
(a) demand (b) supply (c) sound (d) reason
20. Poster displays, billboards, painted displays and electrical displays are known as \_\_\_\_\_.  
(a) indoor (b) outdoor (c) press (d) mail