

(6 pages)

APRIL 2020

71224/BRE6B

Time : 1 ½ hours

Maximum : 75 marks

SECTION A — (15 × 1 = 15 marks)

Answer any FIFTEEN questions.

Choose the correct answer :

1. Journalism is defined as a paid writing of ongoing _____.
(a) strategy (b) debate (c) events (d) trends
2. The word 'Journalism' is derived from the _____ term 'diurnal'.
(a) American (b) French (c) Latin (d) English
3. The first newspaper published in India was _____, from Calcutta.
(a) India Gazette (b) Bengal Gazette (c) Calcutta Mail (d) Daily Mail
4. Journalism's first loyalty is to _____.
(a) citizens (b) government (c) press (d) news

5. _____ is an indispensable quality in a reporter.
- (a) Boldness (b) Freedom (c) Brevity
(d) Precaution
6. Reporters must try to think about an issue from _____ perspective.
- (a) the reader's (b) the writer's (c) the editor's
(d) the management's
7. News Features provide the _____ to a current news issue.
- (a) assessment (b) background (c) information
(d) analysis
8. Editorial is one of the _____.
- (a) opinion pieces (b) reviews (c) articles
(d) features
9. PTI and UNI are the two _____ News Agencies.
- (a) Indian (b) Russian (c) British (d) American

10. _____ is a drawing outlining the positions of news stories and cuts on a newspaper's page.
- (a) plan (b) sketch (c) dummy (d) make-up
11. Freedom of the press is the _____ provided by the Government to its citizens.
- (a) assistance (b) advise (c) assurance (d) ability
12. The press is generally regarded as the _____.
- (a) real estate (b) fourth estate (c) small estate (d) great estate
13. _____ is any defamatory statement expressed in writing, printing or other visible form.
- (a) slant (b) kill (c) libel (d) defamatory
14. Working Journalists Act of 1955 ensures certain _____ of working journalists.
- (a) conditions of service (b) conditions of life (c) conditions of status (d) conditions of safety

15. The Editor has the overall responsibility for the _____ of the publication.
- (a) make-up (b) release (c) content
(d) effectiveness
16. Radio and Television are called _____.
- (a) the electronic brothers (b) the electronic sisters
(c) the electronic twins (d) the electronic devices
17. The word 'Television' means _____.
- (a) distant portion (b) distant discussion
(c) distant vision (d) distant notion
18. Photo journalists captures _____.
- (a) verbs (b) nouns (c) pronouns (d) adverbs
19. Mass media facilitate _____ of information to a vast number of consumers.
- (a) understanding (b) dissemination
(c) interpretation (d) discussion

20. The emergence of new, digital technologies signals an / a _____.

- (a) new media (b) social media (c) electronic media (d) conventional media

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions each in 200 words.

21. How is straight news reported?
22. What are features? How are they written?
23. What is the role of news agencies?
24. Write a note on contempt of court.
25. How are reviews written?
26. What are the qualities of an effective feature writer?
27. Bringout the basic features of a good radio script.

SECTION C — (2 × 15 = 30 marks)

Answer any TWO questions each in 300 words.

28. Write on the characteristics of news value.
29. Bringout the types of headlines.

30. Write an essay on the importance of proof reading.
 31. Write on copyright rights.
 32. Analyse the purpose and goals of advertising.
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