

(Pages : 4)

N – 3332

Reg. No. :

Name :

Second Semester B.A. Degree Examination, May 2022

First Degree Programme under CBCSS

(Double Main Programme)

Economics and Media Studies / English and Media Studies

Core Course

ECM / ENM 1241 – PRINT MEDIA PRACTICES – I

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the following questions from 1 to 10 in one word or maximum two sentences. Each carries 1 mark.

1. What does H in the '5W and 1H' means?
2. _____ is the part carrying place and date of a news report.
3. _____ involves more than one incident in the intro.
4. Signed or unsigned statements issued by a government departments, civic body, political party, institution or organization released to the press is called _____.
5. Aspect of reporting to ensure that the report is based on confirmed facts is called _____.
6. What is Objectivity in reporting?

P.T.O.



7. True or False: Editing is the process of preparing language, images or sound for presentation through correction, condensation and organization.
8. True or False : 'Alt News' is a fact checking website.
9. True or False: Pyramid style of reporting ensure that the most important information is carried in the beginning of the story.
10. True or False: News Editor plans the menu of a newspaper on a daily basis.

(10 × 1 = 10 Marks)

II. Answer **any eight** questions from the following in a paragraph. Each question carries 2 marks.

11. Intro or Lead
12. What is the sixth 'W' a reporter should seek for while reporting news?
13. Hourglass structure
14. Beat
15. Summary Lead
16. Slander
17. Quotation Lead
18. Library
19. Briefing
20. Syndicate
21. Funnel Interview
22. PTI



- 23. UPI
- 24. Peace Journalism
- 25. Fairness
- 26. Anonymous source

(8 × 2 = 16 Marks)

III. Answer **any six** questions from the following in not less than 120 words. Each question carries 4 marks.

- 27. What is a scoop? Explain the characteristics of a good scoop.
- 28. Briefly describe about Business Journalism.
- 29. What is Armchair Journalism?
- 30. Mention four qualities of a good news reporter.
- 31. Describe the role of a photo journalist in a newsroom.
- 32. Differentiate between Press Conference and Meet the Press.
- 33. Differentiate between hard news and soft news.
- 34. Name three news agencies. Discuss the role of news agencies in collecting and disseminating news.
- 35. What is embedded journalism?
- 36. What is Paid News?
- 37. What is an advertorial?
- 38. Who is P Sainath?

(6 × 4 = 24 Marks)



IV. Answer **any two** questions from the following. Each carries **15** marks.

39. Briefly describe about Interview techniques and various types of interview used by a journalist.
40. What are the major elements of news? Give a brief description of them.
41. Describe about Inverted Pyramid style of news reporting.
42. Prepare a 10 point questionnaire for interviewing chief minister Pinarayi Vijayan.
43. Write a 500 word report on how covid-19 has affected the life in your neighbourhood in the past months?
44. What is fake news? How can we take a guard against fake news?

(2 × 15 = 30 Marks)

