

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

- 1. Cutline,
- 2. Harold Evans.
- 3. Hour glass.
- 4. Speciality reporting.
- 5. AFP.
- 6. Middle.
- 7. Skyline.
- 8. In Design.
- 9. House journal.
- 10. PSA.
- 11. Jingle.
- 12. Pocket cartoon.
- 13. Circulation Department.
- 14. Kevin Carter.
- 15. Travelogue.

20, ASCI.
21, CSR

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Answer Type)

Answer at least **five** questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

- ✓ 16. Examine the role and challenges of a freelance.
- ✓ 17. Describe the advantages and disadvantages of inverted pyramid style of reporting.
- ✓ 18. Elaborate the difference between straight reporting and interpretative reporting.
- ✓ 19. Why do we need to design a newspaper ?
20. Explain the role of ASCI.
21. What is CSR ? How does it make business entities more accountable ?
22. Analyse the role of an advertising agency ?
- ✓ 23. Elaborate the important principles of copywriting.

(5 × 6 = 30 marks)

Section C

Answer any **two** questions.

Each question carries 10 marks.

- ✓ 24. Critically analyse the effects of advertising. Describe your answers with appropriate examples.
25. Elaborate the role and relevance of PR for a government.
26. A good investigative report is the result of months of research and painstaking efforts. Elaborate the above statement by citing examples.
- ✓ 27. Sub-editor is the unsung hero of a newspaper. Discuss.

(2 × 10 = 20 marks)