

**SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2015**

(CUCBCSS-UG)

**Complementary Course**

**JOU 1C01/JOU 2C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM AND NEWS REPORTING AND EDITING**

Three Hours

Maximum : 80 N

**Section A**

Answer **all** the following (Part I and Part II must be attended separately).

PART I

\_\_\_\_\_ is a word processing software.

India, AIR and DD are controlled by \_\_\_\_\_

Investigative reporting using hidden camera is called \_\_\_\_\_

\_\_\_\_\_ is the conversion of a text from one script to another.

Detailed, in-depth stories carried in the magazine section of the newspaper is called \_\_\_\_\_

What is a scoop ?

(3 m)

PART II

Answer **all** questions with **one word**.

Each question carries 1.5 mark.

\_\_\_\_\_ is a **micro-blogging** site.

International Film festival conducted annually in Kerala is known as \_\_\_\_\_

\_\_\_\_\_ is an informational site published on the World Wide Web and consisting of di-  
tries typically displayed in reverse chronological order.

'Story telling' in news writing means \_\_\_\_\_

Who is the CEO of Prasarbharati ?

The satirical magazine Charlie **Hebdo** is published from \_\_\_\_\_

(3 11)

## Section B

Answer any **five** of the following from each part.

### PART I

Advertorial.

Hour glass style of reporting.

What is middle article ?

PTI.

What is lead ?

Paid news.

(5 x 2 = 10)

### PART II

Semantic noise.

Search engine.

What is a homepage ? Elaborate.

What are the reasonable restrictions of the freedom of the Press in India ?

What are the advantages of Print media ?

What is SMCR model of communication ?

(5 x 2 = 10 r)

## Section C

Answer any three of the following from each part.

### PART I

Discuss the qualities of a sports correspondent.

Write a brief note on an international news agency.

What are the general principles of editing ?

Define feature story.

(3 x 5 = 15 n)

### PART II

Describe the organizational setup of All India Radio.

Offer your opinion about the private FM radio station of Kerala.

Write a note on the new trends in new media.

[Is there an exclusive Indian model of communication ? Elaborate.

(3 x 5 = 15 n)

## Section D

*Answer any **one** of the following from each part.*

### **PART I**

Analyse critically an investigative story published recently in a Malayalam newspaper.

Write the profile of a person well known to you.

**(1 x 12 = 12 1**

### **PART II**

What is the role of a journalism in a democratic society ? Discuss in detail.

Prepare an outline of the ethics to be observed by the Journalism.

**(1 x 12 = 12 1**