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Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – November 2024
V Semester

Class : III UG
Major : English

Time: 3 Hours
Max. Marks: 100

21BENC18 Journalism – Print Media

Course outcomes:

- CO1. Learn the history of print journalism
- CO2. Understand the basic principles and mechanics of journalism
- CO3. Understand the basic mechanics of journalistic writing
- CO4. Apply the skills of editing proof reading
- CO5. Analyse the news story

Part A

(10 x 1 = 10)

Choose the Correct Answer

1. What does journalism aim to provide to the public? CO1 K1
a. Entertainment
b. Propaganda
 c. Objective information
d. Biased news
2. Which of the following is a responsibility of the press? CO1 K1
a. Sensationalism
b. Upholding freedom of speech
c. Spreading rumors
d. Invading privacy
3. The term "lead" in a news article refers to: CO2 K2
a. The conclusion
b. The first sentence or paragraph
c. A quote from an expert
d. An advertisement
4. What is a feature syndicate? CO2 K2
a. A type of editorial
b. A service providing features and articles to newspapers
c. An agency for hiring journalists
d. A Government organization
5. Which is the largest international news agency? CO3 K3
a. Reuters
b. Press Trust of India
c. Associated Press
d. Bloomberg
6. The art of interviewing primarily involves: CO3 K3
a. Writing headlines
b. Asking structured questions and listening actively
c. Proofreading articles
d. Attending press conferences
7. Who is responsible for ensuring the accuracy and grammar of articles in a newspaper? CO4 K4
a. Reporter
b. Proofreader
c. Editor
d. Publisher
8. Proofreading symbols are used to: CO4 K4
a. Mark advertisements
b. Identify factual errors
c. Highlight grammatical corrections
d. Rewrite entire articles
9. The structure of a news article typically includes: CO5 K5
a. Introduction, body, conclusion
b. Lead, body, tail
c. Headline, subheadline, endnote
d. Editorial, feature, report
10. Which of the following is an important ethical principle in journalism? CO5 K5
a. Sensationalism
b. Objectivity
c. Defamation
d. Yellow journalism

Handwritten note: Hindustan Samachar

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

(5 x 6 = 30)

- 11.a. Discuss the key principles and ethics of journalism. CO1 K1
(or)
- 11.b. Explain the social responsibilities of the press. CO1 K1
- 12.a. Define "news" and describe the three-part structure of a news article. CO2 K2
(or)
- 12.b. What are the different types of news leads? Give examples. CO2 K2
- 13.a. Discuss the role and importance of wire services in news reporting. CO3 K3
(or)
- 13.b. Explain the functions of international news agencies in the global flow of information. CO3 K3
- 14.a. Describe the duties and profile of a reporter in a news organization. CO4 K4
(or)
- 14.b. Discuss the role of sub-editing in the editorial department of a newspaper. CO4 K4
- 15.a. Write a note on proof reading symbols. CO5 K5
- 15.b. What are the duties of a proofreader in the editorial process? CO5 K5

*Lead's
body
tail.*

13.b

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Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

(5 x 12 = 60)

- 16.a. Analyze the history and development of the Indian press, focusing on key milestones. CO1 K1
(or)
- 16.b. Evaluate the importance of ethical journalism in today's media landscape. CO1 K1
- 17.a. Discuss the different types of leads used in news writing, highlighting their strengths and weaknesses. CO2 K2
(or)
- 17.b. How has digital journalism impacted the traditional structure of news articles? CO2 K2
- 18.a. Critically assess the role of feature syndicates and their impact on print media content. CO3 K3
(or)
- 18.b. Compare and contrast the functions of various international news services. CO3 K3
- 19.a. Examine the responsibilities of different departments within a newspaper, with a focus on reporting and editing. CO4 K4
(or)
- 19.b. Discuss the art of interviewing and its role in the creation of journalistic content. CO4 K4
- 20.a. Analyze the importance of proofreading in maintaining the quality of newspaper articles. CO5 K5
(or)
- 20.b. Explain the key stages involved in editing and proofreading an article for publication. CO5 K5

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