

**Avinashilingam Institute for Home Science and Higher Education for Women,
(Deemed to be University) Coimbatore-641 043
Bachelor's Degree Examinations - November 2018
Semester V**

**Class: III UG
Major: English**

**Time: 3 hrs
Max. Marks: 100**

**15BENC18 JOURNALISM – PRINT MEDIA
PART – A**

Circle the correct answer

10 × 1 = 10

- 1) A primary focus of journalism ethics research has been what influences journalists' ----- decisions.
a) education b) ethical c) news d) norms
- 2) The codes and canons provide journalists a framework for
a) self-correction b) information c) modern world d) events
- 3) The power of is the first endeavor to address the collective transformation with pieces on peer production.
a) information b) meeting c) social media d) eco system
- 4) Accessing social media is one of the key reasons for people to access the
a) news b) business c) growth d) internet
- 5) ----- has surged into high technology.
a) America b) Russia c) Japan d) India
- 6) ----- is responsible for the revolutionary change in the social structure.
a) media b) information c) meeting d) values
- 7) We can see the value that American culture places on free -----
a) community b) speech c) news d) values
- 8) The ----- agency does not publish any newspaper of its own.
a) broad b) PTI c) news d) UNI
- 9) ----- is the process by which an editor makes formatting changes and other improvements to text.
a) writing b) copy editing c) programming d) deciding
- 10) A ----- that conveys the main subject.
a) spellings b) revision c) title d) expansion

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PART – B

5x6=30

Answer the following

Answer should not exceed 400 words or two pages

11. a) Write a short note on principles and ethics in journalism.

Or

11. b) Write a short note on History of Indian Press.

12. a) Comment on News.

Or

12. b) Comment on Structure of News.

13. a) Comment on News Agencies.

Or

13. b) Comment on the role of feature syndicates?

14. a) Write a short note on reporting.

Or

14. b) Write a short note on Sub-Editing.

15. a) What are the duties of a proof reader?

Or

15. b) Write a short note on proof reading.

PART – C

5 × 12 = 60

Answer the following

Answer should not exceed 800 words or four pages

16. a) Discuss about canons and codes of Journalism.

Or

16. b) Write an essay on theoretical perspectives of Journalism.

17. a) Write an essay on News and its values.

Or

17. b) Write an essay on 'News Story'.

18. a) Discuss about News Services.

Or

18. b) Write an essay on wire Services.

19. a) Discuss about the Art of Interviewing.

Or

19. b) Write an essay on Reporting.

20. a) Discuss the processes involved in proof reading.

Or

21. b) Discuss about the proof correction symbols with examples.
