



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

Continuous Internal Assessment II– October 2024
Semester V

Class: III UG
Major: English

Time: 2 hours
Max. Marks: 60

21BENC18 – JOURNALISM AND PRINT MEDIA

Course outcomes:

1. Learn the history of print journalism
2. Understand the basic principles and mechanics of journalism
3. Understand the basic mechanics of journalistic writing
4. Apply the skills of editing proof reading
5. Analyse the news story

Part A

(6x1=6)

Choose the correct answer

1. Any reported news must sound more _____ than sensational. (CO2P1)
a. sincere b. fascinating c. rewarding d. admirable
2. A sub-editor is also called as a _____. (CO4 K3)
a. chief editor b. assistant editor c. copy editor d. news reporter
3. In the process of having control over the interview an interviewer uses some simple interviewing tools known as _____. (CO1K2)
a. flagship b. bridge and flag c. bridge and cross d. brick and flag
4. # punctuation symbol is used to indicate _____. (CO3K1)
a. Pause b. Make lowercase c. Make Uppercase d. Add Space
5. To show that a word or letter needs to be deleted, draw a _____ through the word or letter. (CO3K2)
a. two parallel lines b. line with a loop c. single wavy line d. double straight line
6. || symbol is used to indicate to make _____ alignment. (CO3K1)
a. Horizontal b. Vertical c. left d. Right

Part B

(3x6 =18)

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. State the organisational structure of a newspaper. (CO2K3)
(Or)
7. b. Bring out the difference between a sub-editor and an editor. (CO1K6)
8. a. Discuss the three major criteria to be considered before news report writing. (CO2K5)
(Or)
8. b. Define Proofreading? What are the skills required for a proofreader? (CO3K1)
9. a. Elucidate the duties of a proofreader. (CO3K2)
(Or)
9. b. Discuss the guidelines for copy preparation. (CO3K2)

PART-C

(3x12=36)

Answer ALL Questions

Each answer should not exceed 800 words or four pages

10. a. Write an essay on the various types of reporting. (CO1K2)
(Or)
10. b. Draft a resume with the skills and qualifications required for a reporter. (CO3K4)
11. a. Discuss the basic tools and techniques for a successful interview. (CO3K5)
(Or)
11. b. Explain proofediting. Tabulate the Do's and Don't's of a proofreader. (CO3K2)

12. a. Illustrate proofreading symbols and ways of marking proof in detail. (CO3K3)

(Or)

12. b. Compare and contrast copy editing and proofreading. (CO3K5)

Staff in charge: Dr. Aananthi Ballamurugan
P. Saritha