



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 (now MoE)

Re-accredited with an 'A++' Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I, August 2025

V Semester

Class: III UG

Major: Visual Communication

Time: 2 hours

Max. Marks: 60

23BVCDE3 Basics of Reporting

Course Outcomes:

CO 1: Learn about the concept of news and the news values

CO 2: Get exposure to the various beats of news coverage

CO 3: Become aware of the various sources of news and news agencies

CO4: Develop knowledge on principles of reporting and news writing

CO 5: Acquire skills for news reporting and designing of a news letter

Part-A

Choose the Correct Answer

6x1 = 6

- The first ever newspaper in the world was called as
a) ActaDiurna b) Journal c) Gazette d) Tabloid CO1K2
- The news values which emphasises on events involving well-known people or institutions
a) Proximity b) Prominence c) Impact d) Conflict CO1K2
- An unbiased, impartial perspective, setting aside personal opinions and preconceptions in news reporting is known as
a) News values b) Truthfulness only c) Objectivity d) Subjectivity CO2K2
- An organisation which collects or gathers news and supplies it to different newspapers, magazines is called as
a) Beats b) News Agencies c) Citizen Media d) Pressure Groups CO2K2
- The opening sentence or paragraph that provides the most vital information of the news story is known as
a) Headline b) Byline c) Lead d) Intro CO3K2
- The factual stories with data, concerning events which are reported immediately on time is
a) Soft news b) Hard News c) Prime News d) Timely News CO3K2

Part- B

Answer the following

3*6=18

Answer should not exceed 400 words or two pages

- a) Write short notes on ABC of Journalism. CO1K2
(or)
- b) Define and explain the meaning of News. CO1K2
- a) Give an account of Five Ws and One H. CO2K2
(or)
- b) What do you know about inverted pyramid style CO2K3
- a) Explain the importance of beats in Journalism CO3K2
(or)
- b) What does Stuart Hall speaks of social production of news? CO2K3

Part- C

Answer the following

3*12=36

Answer should not exceed 800 words or four pages

- a) Explain the various news values in Journalism. CO1K3
(or)
- b) Explain the difference between hard news and soft news with example CO1K4
- a) Explain the various news gathering methods. CO2K3
(or)
- b) Explain with examples the ethical considerations in news gathering. CO2K3
- a) Give an account of the various beats in News Reporting CO3K3
(or)
- b) Give a detailed account of the any four sources of news CO2K3