

Murugan.



Avinashilingam Institute for Home Science and Higher Education for Women (Deemed to be University Estd.u/s3ofUGCAct1956,Category 'A' by MHRD) Re-accredited with 'A++' Grade by NAAC. Recognised by UGC under Section 12B Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I- August 2024 VI  
SEMESTER V

Class:IIIUG  
Major:English

Time:2hours  
MaximumMarks:60

21BENC I8 - Journalism and Print Media

Course Outcomes

IX6=6

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

Choose the best answer

- The first India-owned news paper, was Bengal Gazette started by \_\_\_\_\_ (CO1K1)  
a. James Augustus Hicky b. Raja Ram Mohan Roy c. Ganga Kishore Battacharya  
d. Kasthuri Ranga lyengar
2. The media according to \_\_\_\_\_ are subjected to the ultimate control of the state. (CO2K1)  
a. The Communist media theory b. responsibility theory c. libertarian theory  
d. authoritarian theory
3. News agencies do not generally \_\_\_\_\_ news themselves for mass consumption. (CO2K2)  
publish b. gather c. sell d. buy
4. \_\_\_\_\_ is the closeness or nearness of an event or an incident to the audience that has tremendous importance for reporters as well for a newspaper. (CO5K4)  
a. dimension b. prominence c. proximity d. timeliness
5. \_\_\_\_\_ lead makes comparison between issue or event and something more familiar to readers (CO5K4)  
a. single-item lead b. more creative lead c. delayed identification lead d. analogy lead
6. \_\_\_\_\_ is the administrative headquarters of United News of India. (CO2K3)  
a. New Delhi b. Kolkata c. Bombay d. Patna

PART-B

3X6=18

Each answer should not exceed 400 words or two pages

- 7a. Give the names of any six great Indian news papers of British India. (Or) (CO1K1)  
b. Write short notes on nationalism and the Indian press. (CO2K2)
8. a. List out the press council guidelines. (Or) (CO2K2)  
b. Explain the elements of News writing in detail. (CO3K3)
9. a. Explain the following leads with example. (CO5K4)  
1. Delayed identification lead 2. Scenic lead

3. Amazing fact lead (Or)  
b. What are the functions of News agencies?

(CO2K2)

**PART-C**

**3x12=36**

**Each answer should not exceed 800 words or four pages**

- 10.a. Trace the history of journalism in India. (Or) (CO1K1)  
b. Elaborately discuss the four theories of the press. (CO2K2)  
11.a. Suppliers of news- elucidate. (Or) (CO2K3)  
b. Comment on the structure of news. (CO5K4)  
12. a. The lead provides striking information and establishes the central point for the rest of the story. Discuss. (Or) (CO5K4)  
b. Attempt an essay on the four wire news agencies in India. (CO2K4)

**Staff-in-charge** : Dr. Aananthi Ballamurugan & Ms. Priyadharshini  
No. copies 45

A 26  
✓ 23