

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore – 641043
Bachelor's Degree Examination – November 2017**

Semester V

**Class: III UG
Major: English**

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

14BENC18 Journalism – Print Media

Part –A

Circle the Correct Answer

10X1=10

1. Who said, "Freedom is essential to authentic journalism, to creative press system..."
a) Karl Marx
b) George W. F. Hegel
c) John C. Merrill
d) Fred S. Siebert
2. Journalism is the production and distribution of on the interaction of events.
a) Reports
b) Facts
c) Ideas
d) All of these
3. The English word "news" developed in..... century
a) Fourteenth
b) Fifteenth
c) Sixteenth
d) Seventeenth
4. The cultures around the world have found a place for people to share stories about interesting new information is called.....news
a) Festival
b) Folk
c) Cultural
d) Study
5. The visible news anchors are called.....
a) Reporter
b) Editor
c) Sub- Editor
d) Manager
6. News agency also called
a) Press Agency
b) Press Association
c) Wire Service
d) All of these
7. Proofreads should be reviews and edits documents for accurate use of grammar and.....
a) Content
b) Spelling
c) Vocabulary
d) Structure
8. Last step in the proofing chain to ensure vantage copy is..... accurate
a) Grammar
b) Punctuation
c) Spelling
d) All of these
9. department puts together locally produced programming.
a) Production
b) Proof
c) Marking
d) Managing
10. How many sections are there in admin and personnel department?
a) 2
b) 3
c) 4
d) 5

Part –B
Answer the following
Answer should not exceed 400 words or two pages

5X6=30

- 11.a. Explain the process of Journalism in India
Or
11.b. What are the responsibilities of journalism?
- 12.a. Briefly explain the commodity in Indian news.
Or
12.b. Explain the role of tone in news channel.
- 13.a. Give a short note on news agency department.
Or
13.b. Briefly Examine process of current affairs department.
- 14.a. How to master the art of interviewing?
Or
14.b. Give a short note on fairness and impartiality editorial work.
- 15.a. Give a short note on editing services in proof reading.
Or
15.b. Write a short note on systematic presentation of preparing a copy.

Part –C
Answer the following
Answer should not exceed 800 words or four pages

5X12=60

- 16.a. Write an essay on principles and ethics of Indian journalism.
Or
16.b. Define journalism and enumerate the social responsibilities of press.
- 17.a. What is news and explain its structure?
Or
17.b. Write an essay on types and characteristics of news.
- 18.a. Encapsulate the wire services and syndicates in suppliers of news.
Or
18.b. Write an essay on International news services with proper examples.
- 19.a. What is reporting and enumerate the profile of the reporter.
Or
19.b. Write an essay on the art of interviewing skills with do's and don'ts.
- 20.a. Write an essay on proof reading symbols with appropriate examples.
Or
20.b. Define proof reading and explicate characteristics and duties of proof reader.
