

Exam Code: 1262
Sub. Code: 8977

1068
Diploma Course (Add-on)
Journalism
Paper – A

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five in about 75-100 words each:-

- a) Significance of subheads
- b) Summary Lead
- c) Significance of Pulled quotes
- d) Yellow journalism
- e) Significance of text breakers
- f) Plagiarism
- g) Story structure of features
- h) Outlines
- i) Sensationalism
- j) Advantages of Inverted Pyramid

(5x4)

UNIT – I

- II. What are the various types of news leads in news reports. Explain with adequate examples? (20)
- III. Explain in detail the various types of news values? (20)

UNIT – II

- IV. Discuss in detail importance of pictures; writing captions & outlines? (20)
- V. Explain the process of writing Headlines, types of Headlines & Headline arrangements? (20)

UNIT – III

- VI. Explain the code of ethics? (20)
- VII. Discuss the article 19(1)(a) and 19 (2), freedom of speech and expression ? (20)

UNIT – IV

- VIII. Discuss the vocabulary & element of design? (20)
- IX. Write a detailed note on Design, structure and classification of type? (20)

x-x-x