

Exam.Code:0005

Sub. Code: 0470

2012

B.A./B.Sc. (General) Fifth Semester

Functional English

Paper : Print Journalism

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt any five questions.

x-x-x

- I. Write short notes on any seven of the following terms in about 20-30 words each:-
- a) Leader
 - b) Mofussil Copy
 - c) Gutter
 - d) Middle
 - e) Cross Reference
 - f) Mass Communication
 - g) Page Make Up
 - h) Press Note
 - i) Beat (7x2)
- II. Write short notes (in about 100-150 words) on any two of the following:-
- a) Lead
 - b) Inverted Pyramid
 - c) Yellow Journalism (2x7)
- III. Discuss the prominent determinants of News Value. (14)
- IV. What are the major qualities which a news reporter must possess? (14)
- V. Discuss the main duties and responsibilities of an Editor and Sub-Editor of a newspaper. (14)
- VI. Define a Feature and discuss its major types. (14)
- VII. Comment on the advantages and disadvantages of Print Media viz a viz Electronic Media. (14)

P.T.O.

(2)

VIII. A newspaper may be judged quite accurately by its headlines. Discuss the main features and types of headlines. (14)

IX. Discuss the points which a reporter must consider while framing questions for different kinds of interviews. (14)

x-x-x