



QP CODE: 24020219



24020219

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, MAY 2024**

**Second Semester**

B.A English Language and Literature - Model II (Vocational: Careers and Communication Skills)

**Vocational Course - EN2VOT04 - PRINT MEDIA AND JOURNALISM - 2**

2017 ADMISSION ONWARDS

80F055D9

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. 5 Ws and 1 H in news reporting.
2. Define the term Persuasive Photography.
3. Define the term Photo essays.
4. Accuracy in Editing.
5. Significance of Editorial Writing.
6. Flush Left Head.
7. Unusual Occupation Feature.
8. What are the different categories of Magazines?
9. Magazine in India.
10. What is Typography?
11. What Is Digitalization?
12. What do You mean by Online News Paper?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Write a short note on different types of Leads.
14. "Curtain Raiser is an interesting section in a news paper".Discuss.
15. "Photography as a medium of expression".Explain.
16. Briefly explain the guidelines for writing headlines.
17. Write a short note on the the important tools of an Editor.
18. Write a short note on the elements and principles of good writing.
19. Briefly discuss the writing style of Features.
20. Write a short on the significance of Magazine Journalism.
21. Write a short note on various Printing technologies.

(6×5=30)

### Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. "A Reporter is always running behind human interest story".How does this kind story is differ from other kinds of stories?
23. "Freelancing is shining profession with difficulty".How?Justify Your answer.
24. Write an essay on how layout and design of Children's Magazine is differ from Women's Magazine.
25. Write an essay on History of Printing.

(2×15=30)

