



QP CODE: 24020227

Reg No :

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

Second Semester

B.A Mass Communication and Journalism Model I

Core Course - MC2CRT09 - REPORTING AND FEATURE WRITING

2017 ADMISSION ONWARDS 064C0851

Time: 3 Hours Max. Marks: 80

Part A

Answer any **ten** questions.

Each question carries **2** marks.

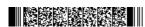
- 1. Identify the newspaper Business line.
- 2. Explain the term advertorials.
- 3. Identify the current editor -in -chief of 'The Hindu' newspaper.
- 4. Explain the need for Good source in reporting.
- 5. Define Defamation.
- 6. Define contrast lead.
- 7. Define associate press.
- 8. Define Feature.
- 9. Define Ideology.
- 10. Define News routines.
- 11. Describe News Interviews.
- 12. Define the term converged journalists.

 $(10 \times 2 = 20)$

Part B

Answer any six questions.

Each question carries 5 marks.



Page 1/2 Turn Over



- 13. Explain the duties of a journalist.
- 14. Examine the use of house style in newspapers.
- 15. Examine the need of editing for accuracy.
- 16. Describe the term Rival media.
- 17. List types of beats journalists deals with.
- 18. Describe the need of research in reporting.
- 19. Make a brief note on Human interest stories.
- 20. Explain the press council guidelines for Investigative Journalism.
- 21. Make a note on interviewing questions in newspapers.

 $(6 \times 5 = 30)$

Part C

Answer any two questions.

Each question carries 15 marks.

- 22. Describe the qualities of a good journalist.
- 23. Explain how a journalist ensure the credibility of source.
- 24. Describe the different ways to tell a news story.
- 25. Discuss on the impact of social media in reporting style of newspapers.

(2×15=30)

