



QP CODE: 24020227

24020227

Reg No :

Name :

**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.

(10×2=20)

Part B

*Answer any **six** questions.*

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





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.

(6×5=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)

