



U7631

Reg. No.:

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Discipline Specific Core Course

Journalism and Mass Communication

UK1DSCJMC100- Basics of Journalism Practices

Academic Level: 100-199

Time:2 Hours**Max.Marks:56****Part A.**

Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

6 Marks. Time: 5 Minutes

Qn. No.	Qn. No.	Cognitive Level	Course Outcome (CO)
1.	Proximity is a news value. State true or false?	Remember	1
2.	—-are journalists who are employed as part time reporters by news organisations ?	Remember	1
3.	What is a Press release?	Understand	1
4.	The event organised by a press club by inviting a dignitary to speak about some topic that is newsworthy is called—-?	Understand	1
5.	Name the London based news agency established in 1851.	Understand	1
6.	Who is a columnist?	Understand	1

Part B.

Two-Three sentences. 2 Marks Each. Answer all questions

(Cognitive Level: Understand/Apply)

10 Marks. Time: 20 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	State any four qualities of a journalist.	Apply	1
8.	What are the 5 W's and one H of news writing?	Understand	1
9	Define editing.	Understand	1

10	Explain the principle of unity in page design.	Apply	3
11	What is the role of objectivity in journalism?	Apply	3

Part C.

Answer all 4 questions, choosing among options within each question.

Short Answer. 4 Marks Each, (Cognitive Level: Apply/Analyse)

16 Marks. Time: 35 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
12	A. What is beat reporting? Why is it important in journalism? OR B. What is a news bureau? What is its purpose?	Analyse	3
13	A. Demonstrate the importance of an editorial page in a newspaper. OR B. Explain the concept of white space in page designing.	Apply	3
14	A. Outline how does chronological storytelling differ from the inverted pyramid and hourglass structure? OR B. Explain the concept of newsworthiness. What factors make a story newsworthy?	Apply	2
15	A. How has the rise of social media impacted the practice of journalism? OR B. Discuss the ethical principles that guide journalists in their work.	Analyse	3

Part D.

Answer all 4 questions, choosing among options within each question.

Long Answer. 6 Marks Each. (Cognitive Level: Analyse/Evaluate/Create)

24 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
16	A. Compare and contrast print, electronic and online journalism in terms of their content, format and audience engagement. OR B. Classify the different types of news writing styles. Analyse each with reference to appropriate contexts.	Analyse	2

17	<p>A. Assess how the principles of page layout and designing contribute to the overall effectiveness of a newspaper.</p> <p>OR</p> <p>B. How does the proper structuring of news articles, feature stories, and advertisements enhance reader engagement and communication effectiveness in newspapers?</p>	Evaluate	2
18	<p>A. Headlines are considered as the display window of a newspaper. Justify the above statement with valid arguments.</p> <p>OR</p> <p>B. Review is the importance of lead/intro in a news story. Explain about any five types of Leads.</p>	Evaluate	2
19	<p>A. Write a 500 word report on 'Recent trends in journalism practices and how they influence public opinion.</p> <p>OR</p> <p>B. Prepare 10 questions for interviewing Chief Minister Pinarayi Vijayan.</p>	Create	4