



U7632

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 PRACTICE

Academic Level: 100-199

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

Answer All Questions, Objective Type. 1 Mark Each.

(Cognitive Level: Remember/Understand)

6 Marks. Time: 5 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	Identify News Desk.	Remember	CO4
2.	What is a Byline?	Remember	CO3
3.	What is Adobe InDesign used for?	Understand	CO3
4.	What is a 'Scoop'?	Understand	CO4
5.	Who is a 'Stringer'?	Understand	CO2
6.	Explain: Human interest story	Understand	CO1

**Part B.**

Answer All Questions , Two-Three sentences. 2 Marks Each.

(Cognitive Level: Understand/Apply)

10 Marks. Time: 20 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	What do you understand by the term 'Gate keeping'?	Understand	CO1
8.	Discuss the importance of Morgue.	Understand	CO2
9.	What is 'Reverse kicker'?	Apply	CO4
10.	Demonstrate: Dummy	Apply	CO3
11.	Examine the role of a Bureau chief.	Apply	CO2

**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. Explain the functions of wire service with examples OR B. What is the inverted pyramid structure in news writing?	Apply	CO2

13.	<b>A.</b> Differentiate between hard news and soft news. <b>OR</b> <b>B.</b> Discuss the various aspects of page makeup and typography	Apply	CO1
14.	<b>A.</b> Discuss the most reliable sources of news for accurate information? <b>OR</b> <b>B.</b> Differentiate between skyline and banner headline.	Analyse	CO1
15.	<b>A.</b> Explain page 3 Journalism. <b>OR</b> <b>B.</b> Discuss hyperlocal journalism.	Analyse	CO3

**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

<b>Qn. No.</b>	<b>Question</b>	<b>Cognitive Level</b>	<b>Course Outcome (CO)</b>
16.	<b>A.</b> Discuss the concept of news value and its significance in determining what news stories are reported. <b>OR</b> <b>B.</b> How do headlines, leads, and subheadings contribute to the overall structure of news articles, and what techniques should be employed to enhance reader engagement?	Analyse	CO1
17.	<b>A.</b> How does the media function as the fourth pillar of the democracy and why is its role important? <b>OR</b> <b>B.</b> How are traditional news structures being adapted for social media platforms, and what are the key challenges journalists face when writing for these mediums?	Evaluate	CO2
18.	<b>A.</b> What are the key principles of effective headline in news writing, and explain the types of headlines that impact the readers engagement? <b>OR</b> <b>B.</b> Discuss how editorials influence readers' perspectives on current issues. Provide examples of editorials that have led to significant social or political changes.	Evaluate	CO4
19.	<b>A.</b> What are some of the key challenges faced by investigative journalists when reporting on sensitive topics, and how can they overcome these obstacles? <b>OR</b> <b>B.</b> Analyze how bias in editorials can impact the credibility of a media organization. Should editorials strive for objectivity, or is bias acceptable in opinion pieces?	Create	CO2