

**CHOICE BASED CREDIT SYSTEM
FIRST SEMESTER B.A.DEGREE EXAMINATION OCTOBER 2019
JOURNALISM**

Paper I – Introduction to Mass Communication and Journalism

Time: 3 Hrs

Max. Marks: 120

I. Write a short note on (any four):

4X5=20

1. Group Communication
2. Aristotle Model
3. Noise
4. AIR
5. Hickey
6. Art film

II. Answer the following questions (Any Four):

4X10=40

7. Define Communication? Explain the process of Communication with elements.
8. Explain the a) Shannon and Weaver Model b) Magic Bullet Theory
9. How can you make your verbal deed written communication effective? Explain
10. Briefly explain new wave cinema in India.
11. Briefly explain role of the Press in a Democracy like India.
12. Explain the different forms of print Journalism.

II. Answer the following (Any Two):

2X20=40

13. Define Journalism. Explain its principles. Add a note on a attributes of a Journalist.
14. Explain cinema as a medium of Mass Communication.
15. Elucidate the difference between New Media and other electronic Medium.
16. Trace the origin and growth of Kannada Journalism. Explain problems and issues faced by Kannada press today.

IV. Practical question:

1X20=20

17. If you are handling the responsibility of 'Dengue Awareness' Programme in an NGO;
 1. Jot down your communication plan to reach different type of people. (Slum dwellers working women, homemakers, school going children, people in hospitals etc.)
 2. What are the different types of Communication you will use?
 3. How do you utilize different Mass Media?
 4. What methods do you use to know the response or feedback?

CREDIT BASED THIRD SEMESTER B.A.DEGREE EXAMINATION OCTOBER 2019
JOURNALISM

Paper III – FEATURE WRITING

Time: 3 Hrs

Max. Marks: 120

I. Write a short note on (any four):

4X5=20

1. Articles
2. Kaasu Kudike
3. Advertorials
4. Tavleen singh
5. Photo Features
6. Editorial Cartoons

II. Answer the following questions (Any Four):

4X10=40

7. What is the difference between News and features.
8. Write a note on Cartoons and comics you often follow.
9. What is Photo Journalism? Explain process of photo Editing.
10. Review a book you have recently read.
11. What are the content and chronology of profile writing?
12. List down the difference between news story and features.

II. Answer the following (Any Two):

2X20=40

13. What are columns? Explain their types with examples. Add a note on your favorite columnist.
14. "A picture is worth a thousand words" Justify. Explain different types of Photography and their use.
15. Define features. Which are the different types of features found in news papers and magazines? Write a human interest feature on subject of your choices.
16. What is Technical Writing? Outline qualifications of a Technical writer. How is Technical Writing useful in daily life?

IV. Practical question:

1X20=20

17. Write an Editorial with following details:
 1. Social Media revolution
 2. Usefulness of Social Media.
 3. Issues related to Social Media
 4. Remedies and Suggestions.

CREDIT BASED FOURTH SEMESTER B.A.DEGREE EXAMINATION OCTOBER 2019
JOURNALISM

Paper III – EDITING PRACTICE

Time: 3 Hrs

Max. Marks: 120

I. Write a short note on (any four):

4X5=20

1. Write a note on style sheet
2. Typography
3. Op-ed
4. Circulation Department
5. News App.
6. Standing Head

II. Answer the following questions (Any Four):

4X10=40

7. How does info graphics helps in storytelling.
8. Explain the role of editorial Department in a newspaper organization.
9. What are the elements of good design? How has newspaper design changed over years?
10. Elucidate the organizational structure of a newspaper.
11. Mention some of the editing software's used for designing a newspaper.
12. Discuss the qualities of a reporter.

II. Answer the following (Any Two):

2X20=40

13. Discuss the significance of a Headline in a news story. Explain the different types of Headlines.
14. Editorial reflects the policy of a newspaper Comment.
15. Describe the roles and responsibilities of a sub editor.
16. What is copy editing? The concept of editing has changed over the last decades. Discuss in detail.

IV. Practical question:

1X20=20

17. You have been given the charge of Sunday Magazine section of a newly launched daily from Mangalore. Describe your plans to make it attractive and good read.

**CREDIT BASED FIFTH SEMESTER B.A.DEGREE EXAMINATION OCTOBER 2019
JOURNALISM**

Paper III – ADVERTISING AND PUBLIC RELATIONS

Time: 3 Hrs

Max. Marks: 120

I. Write a short note on (any four):

4X5=20

1. Press Conference
2. Sexual Appeal
3. Propaganda
4. House Journal
5. Tagline
6. Positioning

II. Answer the following questions (Any Four):

4X10=40

7. Explain different types of advertising.
8. Explain the importance of research in advertising.
9. Who is a 'Public' for PR? Explain different types of public in PR.
10. Online and digital sphere will be the next generation space for the world of advertising. Explain.
11. What is corporate social responsibility (CSR)? Give a case study to elucidate effective CSR.
12. Critically evaluate targeted advertising of Facebook.

III. Answer the following (Any Two):

2X20=40

13. Explain types, structure and function of typical PR agency.
14. Critically analyze the professional rivalry exhibited through advertising by Pepsi and coca cola. Explain the pros and cons of such campaigns.
15. Many companies today resort to 'Cause marketing' namely giving a public service message and indirectly promoting the product. Critically analyze such advertising with some concrete examples that you have observed.
16. Trace the history and growth of PR in India.

IV. Practical question:

1X20=20

17. Design a public service advertising campaign promoting service advertising campaign promoting water conservation in your area. Your campaign must include all area of a typical advertising campaign..
