

MAEG 2003

M.A. DEGREE EXAMINATION, JANUARY 2021.

Second Year – Non-Semester

English

BASICS OF JOURNALISM

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE of the following

1. Assess the pivotal role of the news supplier in journalism.
2. What are the basic principles involved in writing news lead?
3. Enumerate the essential responsibilities of a reporter in journalism.
4. Bring out the duties of the press sub-editor.
5. What are the strategies involved in planning an editorial page?
6. Comment on the journalistic style of writing.
7. Explore the nature of language in news reporting.
8. Examine the function of advertising in journalism.

PART B — (5 × 12 = 60 marks)

Answer any FIVE of the following.

9. News is the spinal cord of journalism. Justify.
10. What are the commonly used methods in news gathering?
11. Trace the role of editor in newspaper.
12. Discuss the main characteristics of column in newspaper.
13. News editing is an important function in the field of journalism. Substantiate.
14. Making effective captions is the basic skill in photo journalism. Justify and give instances.
15. What are the techniques involved in writing effective headlines?
16. Analyse the importance of copy-reading and proof-reading in journalism.