

## **MAEG 2003**

M.A. DEGREE EXAMINATION, JANUARY 2022.

Second year — Non-semester

English

### **BASICS OF JOURNALISM**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight of the following questions.

1. What are the procedures for gathering a news report?
2. Define the importance features of column writing.
3. What are the main aspects of editing?
4. How do you mark corrections while proof- reading?
5. Write a short note on the role of the Sub-Editor.
6. What are the types of advertising Agency?
7. What is defamation?
8. How do the headlines important for a newspaper?

PART B — (5 × 12 = 60 marks)

Answer any FIVE out of Eight of the following questions.

9. 'Reporters are gatekeepers of information' - Do you agree?
10. Briefly describe the origin and development of Advertising.
11. What are the tactics to be followed by the reporter while collecting sensational news?
12. Enumerate the characteristics of copy-reading and proof-reading.
13. In Print Media use of photographs has increased remarkably. Explain reasons with arguments.
14. Write an essay on Anatomy of Editing.
15. Illustrate the qualities of a good newspaper.
16. Reporters have to work under stress of deadlines and competition —Comment.