

D 12136

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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021**

Mass Communication and Journalism

JOU 4(3) C01—JOURNALISTIC PRACTICES

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answer Type)***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

- |                              |                     |
|------------------------------|---------------------|
| 1. IPRA.                     | 2. Logo.            |
| 3. Ad campaign.              | 4. ASCI.            |
| 5. External PR.              | 6. Page make up.    |
| 7. UNI.                      | 8. News editor.     |
| 9. Interpretative reporting. | 10. Chief reporter. |
| 11. Hour glass style.        | 12. CSR.            |
| 13. Lead.                    | 14. Objectivity.    |
| 15. Beat.                    |                     |

(10 × 3 = 30 marks)

**Section B***Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. House Journal is a platform where employer and employees meet. Elucidate.
17. 'Public sector PR is an easy exercise compared to private sector PR'. Do you agree ? Explain your stand.
18. What do you understand by advertising campaign ? Does it depend on media planning ?
19. What is the function of headline in a print advertisement ?

**Turn over**

20. Discuss briefly the techniques of editing news agency copies for a newspaper.
21. News Editor is the number one man in a news room. Elucidate.
22. What are the main elements of a Public Relation campaign ?
23. What is investigative journalism ? Discuss with examples.

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. What is crisis management in Public Relation ? What are the tools that may be used in overcoming crisis of an institution ? Discuss with examples.
25. Advertising is often accused of being unethical. Do you subscribe to this view ? Give your views on the need for ethics in advertising.
26. A photograph tells more than a thousand- word. Do you agree ? Give answer detailing the need for photography in journalism and the qualities of a photographer.
27. What do you understand by news values ? Do they play significant role in selecting news for the newspaper ? Explain.

(2 × 10 = 20 marks)