

D 31935

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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

Mass Communication and Journalism
JOU 4(3) C01—JOURNALISTIC PRACTICES
(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks.

Ceiling of marks for Part A is 25.

- | | |
|------------------------------|----------------|
| 1. PRSI. | 2. Jingles. |
| 3. Logo. | 4. ASCI. |
| 5. CSR. | 6. Editorial. |
| 7. PTL. | 8. Travelogue. |
| 9. Stringers. | 10. Bureau. |
| 11. News editor. | 12. Lead. |
| 13. DAVP. | 14. Masthead. |
| 15. Investigative reporting. | |

Part B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Part B is 35.

16. Advertising is commercial communication - Do you support this view ?
17. Does advertisement layout start with visualization? What are the elements of ad layout ?
18. What are the different stages in the creation of a successful Brand ?
19. What is Public Relation ? Compare it with Propaganda and Advertising.
20. Public Relation is increasingly becoming a Management function. Discuss.
21. What, according to you, are the two most important departments in newspaper organization ?

Turn over

22. What is the difference between editing a daily newspaper and a periodical ?
23. "Journalists are gatekeepers of information". Do you agree ?

Part C

*Answer any **two** questions, not exceeding 400 words.
Each question carries 10 marks.*

24. Define news Discuss the main elements of news.
25. Why newspaper page make-up is giving so much importance on application of technology ?
26. How important is research in advertising ? Explain.
27. What is PR campaign ? Discuss the need for objective and planning in the campaign process.

(2 × 10 = 20 marks)