

(FOR THE CANDIDATES ADMITTED

24UHY4A4

DURING THE ACADEMIC YEAR 2024

ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2026

B.A HISTORY

MAXIMUM MARKS: 75

SEMESTER-IV

TIME : 3 HOURS

PART - III

24UHY4A4 – JOURNALISM

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. The word “Journalism” is derived from the French word:_____
a) Jour b) Journal c) Journée d) Gazette
2. The primary objective of journalism ethics is to:_____
a) Increase profits b) Entertain the public
c) Maintain truth and fairness d) Support the government
3. The person who collects news from the field is called:_____
a) Editor b) Printer c) Reporter d) Publisher
4. The first newspaper in India was:_____
a) The Hindu b) The Times of India
c) The Indian Express d) Bengal Gazette
5. An editorial reflects the opinion of the:_____
a) Reporter b) Public c) Editor/Newspaper d) Government

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Journalism.
7. Mention any four principles of Journalism Ethics.
8. Expand PTI.
9. What is Circulation?
10. What is a Book Review?

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a)Write a short note on the origin of journalism in the world.

(OR)

- b)What are the Canons of Journalism?

(CONT...2)

12. a)What is meant by the Ethics of Journalism?

(OR)

b)Write a short note on the Press Council of India.

13. a)Enumerate the usage of advertisement.

(OR)

b)What are the News Agencies?

14. a)Distinguish between Reporter and Editor.

(OR)

b)Write a short note on Johannes Gutenberg.

15. a)What is an Editorial Page?

(OR)

b)Mention the principles of good page make-up.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.4 (Or) K5)

16. a)Define Journalism and examine its objectives and responsibilities in modern society.

(OR)

b)Why is Journalism called the Fourth Estate? Discuss its role in democracy.

17. a)Discuss the Social Responsibility Theory of the Press and its significance in democratic countries.

(OR)

b)Examine the major Press Laws in India.

18. a)Define News and discuss the elements that make an event newsworthy.

(OR)

b)Evaluate the interrelationship between News, News Collection, News Agencies, and Advertisement in modern journalism.

19. a)Trace the evolution of the Art of Printing from the invention of the printing press to modern offset printing techniques. Evaluate its impact on journalism.

(OR)

b)Critically examine the interrelationship between Reporter, Editor, Printing Technology, and Circulation in the functioning of a newspaper.

20. a)Discuss the importance of interviewing in journalism.

(OR)

b)Trace the development of Page Make-up from traditional print layout to modern digital design. Evaluate its impact on readership.

Ethical paper