

**FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2020 ONLY)**

(NO.OF PAGES:2)

20UEL 512

REG.NO

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022

B.A-ENGLISH LITERATURE (Aided & SF)

MAXIMUM MARKS: 70

V SEMESTER

TIME: 3 HOURS

PART III

JOURNALISM AND MASS COMMUNICATION

SECTION – A

(10 X1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS

MULTIPLE CHOICE QUESTIONS

(K1)

1. Journalism is concerned about the dissemination of the views about -----
a. Society b. Education c. Politics d. Culture
2. The life of news is-----hours.
a. 6 b. 10. c. 24 d. 12
3. The news agencies collect information and supply to their subscribers through-----
a. Telephone b. Teleprinters c. Telegram d. Teleprompter
4. The first objective of an advertisement is to get-----
a. Profit b. Attention c. Orders d. Benefits
5. ----- is the father of Indian factual film.
a. Edison b. Bhatwadekar c. Lumiere brothers d. Paranjpe

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES

(K2)

6. Name the five departments of Mass Communication
7. Explain Timeliness
8. What is rewriting?
9. Explain the term advertising
10. Define packaged news story

SECTION – B

(5 X 4 = 20 MARKS)

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

11. a)What are the trends in cyber reporting and editing?

(OR)

b) Enumerate the canons of journalism

(CONTD.....2)

12. a) Explicate Beat Reporting
(OR)
b) Explain the meaning of Lead and its significance
13. a) How will you create the Headline?
(OR)
b) Give an account of 'Defamation'
14. a) Define the structure of an advertising agency
(OR)
b) What are the elements essential for writing an advertisement?
15. a) Why is audience studies needed?
(OR)
b) What are the disadvantages of radio?

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)****(K4) OR (K5)**

16. Attempt an essay on the impact of cinema on the society
17. Elucidate the importance of ethics in journalism
18. Give a detailed account of the qualities of a reporter
19. Explain proofreading and the duties of a proof reader
20. Analyse the different classifications of advertisement
21. Compare and contrast print, radio and television media

A-11
