

Exam. Code : 103203

Subject Code : 1146

B.A./B.Sc. 3rd Semester

JOURNALISM & MASS COMMUNICATION

(Writing for Print Media)

Time Allowed—3 Hours] [Maximum Marks—80

SECTION—A

Note :— This Section contains **TEN** questions carrying 2 marks each.

1. Press Conference
2. Banner Headline
3. Paid News
4. Yellow Journalism
5. News
6. Lead
7. Citizen Journalist
8. Mass Media
9. Editor
10. Press Kit.

10×2=20

SECTION—B

Note :— This Section contains **TEN** questions. Candidates are required to attempt any **EIGHT** questions. Each question carries 5 marks.

1. Headline is a prominent part of Newspaper. Discuss.
2. Write a note on Editorial.

3. Differentiate offset printing from lithography printing.
4. Discuss the various functions of press.
5. Write a note on credibility of media.
6. What is editing ? Discuss the role of editor in Newspaper.
7. Discuss the various types of headlines.
8. Elaborate the role of New Media in today's era.
9. Discuss the various qualities of a Journalist.
10. Write a note on printing process. 8×5=40

SECTION—C

Note :— This Section contains **FOUR** questions. Candidates are required to attempt any **TWO** questions. Each question carries 10 marks.

1. Discuss the various sources of news.
2. Write an editorial on the issues of paid news.
3. Discuss the role of media becoming an industry.
4. Elaborate the procedure of registration of newspaper in India. 2×10=20