

12. (a) Write on the Anatomy of Feature Writing ?

(OR)

(b) What purpose is served by the Letters to the Editor column of a newspaper ?

13. (a) What are the present trends in advertising in the TV ?

(OR)

(b) Discuss the psychological and social factors in advertising.

Register Number :

Name of the Candidate :

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M.A. DEGREE EXAMINATION, 2008

(ENGLISH)

(SECOND YEAR)

(PAPER - X)

651. PRINCIPLES OF JOURNALISM

(Optional)

(Including Lateral Entry)

December]

[Time : 3 Hours

Maximum : 100 Marks

SECTION - A (5 × 8 = 40)

Write short notes on any FIVE of the following questions.

All questions carry equal marks.

1. (a) What are the main functions of the Press ?
- (b) Why do we call the press the Fourth Estate ?

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2. (a) Do you think you can run a newspaper without advertisement ?
- (b) Explain the duties and responsibilities of the Circulation Department.
3. (a) What is the daily routine of a news editor ?
- (b) What is the role of the Lead Writer ?
4. (a) Distinguish between 'Hard News' and 'Soft News'.
- (b) What do you understand by the 'news sense' ?
5. (a) What are the three parts of the news story ?
- (b) What is a lead ? How important is it in news writing ?
6. (a) What is the role of features ?
- (b) Comment on the art of writing film reviews.
7. (a) Distinguish between 'planned interviews' and 'unplanned interviews'.
- (b) Write a note on News Agencies.

8. (a) How important is proof - reading to the newspaper ?
- (b) What do you understand by 'five W's one H' in news writing ?

SECTION - B (3 × 20 = 60)

*Answer any THREE of the following questions.
All questions carry equal marks.*

9. (a) Discuss the Ethics of Journalism.
- (OR)
- (b) What are the major departments of a newspaper ?
10. (a) Discuss the art of interviewing people to gather news.
- (OR)
- (b) What is a good editorial ? What does it convey ?
11. (a) What are the qualities of a good reporter ?
- (OR)
- (b) What are the qualifications for the sports Reporter ?

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