

# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – ALLIED REQUIRED

SECOND SEMESTER – APRIL 2022

UEL 2301 – JOURNALISM

(2021 BATCH ONLY)

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A

1.	Answer ALL the Questions	(5 x 1 = 5)	
a)	List the different kinds of journalism	K1	C01
b)	Identify who founded the First Newspaper in India.	K1	C01
c)	Define 'Editorial'.	K1	C01
d)	Define the process of copywriting	K1	C01
e)	Define citizen journalism	K1	C01
2.	Fill in the blanks	(5 x 1 = 5)	
a)	James Augustus Hickey was given the title _____ by the British.	K1	C01
b)	_____ is the term used to refer to the name of the newspaper printed on top.	K1	C01
c)	Sumerians developed the art of _____ writing.	K1	C01
d)	_____ is considered as the most important part in the inverted pyramid style of news reporting.	K1	C01
e)	The _____ act provided the government with extensive rights to censor reports and editorials in the Vernacular Press	K1	C01
3.	Choose the appropriate answer:	(5 x 1 = 5)	
a)	Identify the Feature article that can be written in certain times of year, such as the beginning of summer vacation or at the winter holidays: Historical Profile Instructional Seasonal	K2	C01
b)	Spot the characteristic that is not an indicator of a good copy ? Ornamental Language Concise Accurate Coherent	K2	C01
c)	Choose the kind of journalism which is considered as the most reliable and accurate ? (with least mistakes) Print Broadcast Radio Television	K2	C01

d)	Indicate the newspaper in which Raja Ram Mohan Roy worked as an editor. Samwaad Kaumudi East India Gazette Madras Courier Young Opinion	K2	C01
e)	Identify the general perspective of a 'Letter to the Editor': Venting anger on an issue Calling for action from people A response to an article already published. A strategy to persuade others.	K2	C01
4.	Identify whether the following statements are True or False:	(5 x 1 = 5)	
a)	A free press is responsible to the government , and to them alone.	K2	C01
b)	The primary purpose of journalism is to ensure a well informed citizenry for our social and political structure.	K2	C01
c)	"The Indian press rose to the occasion of the first political assassination in free india. All Indian Press condemned it". Rahul Gandhi's assassintion is being referred to in the statement.	K2	C01
d)	A byline refers to the name of the writer of an article.	K2	C01
e)	The opening paragraph or the introduction paragraph of the news story is called the 'lead'.	K2	C01

#### SECTION B

Answer any TWO of the following in 100 words

(2 x 10 = 20)

5.	<b>Explain</b> the functions and responsibilities of a journalist.	K3	C02
6.	<b>Write</b> a short essay on 'Indo-Anglian' Journalism.	K3	C02
7.	<b>Prepare</b> an editorial on the concept of 'Box Office'.	K3	C02
8.	<b>Sketch</b> and <b>explain</b> the inverted pyramid style in journalism.	K3	C02

#### SECTION C

Answer any TWO of the following in 100 words

(2 x 10 = 20)

9.	<b>Examine</b> how transparency of journalism can be upheld at a time when money and power often stand in the way of honest journalism.	K4	C03
10.	<b>Analyse</b> the complaint on 'Times of India' and the action taken by 'Press Council of India' for trivialising workplace harassment.	K4	C03
11.	<b>Point out</b> the facts to be considered while writing a letter to the editor of a newspaper with examples wherever necessary.	K4	C03
12.	<b>Differentiate</b> between yellow journalism and citizen journalism.	K4	C03

#### SECTION D

Answer any ONE of the following in 250 words

(1 x 20 = 20)

13.	<b>Evaluate</b> how broadcast journalism and digital journalism have changed the face of journalism.	K5	C04
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