

19. Explain how headlines be used to tell the story in a concise and effective way.

20. Discuss the importance of picture editing and captions in journalism.

S.No. 1924

16 AMBEEN 2

(For candidates admitted from 2016–2021 Batch)

B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — English — Major Based Elective

JOURNALISM

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. What is the essence of news?
2. Identify the three types of reporters.
3. Mention the different ways in which capital letters are used in news stories.
4. Provide two reasons why a sub-editor might rewrite a story.
5. Name the most important book that journalists use.
6. List any two phrases that journalists should avoid using.
7. What are the key functions of headlines?

8. Name the easiest way to count the letters in a headline.
9. What is the news editor's goal when planning a page?
10. Summarize the guidelines for writing news stories.

SECTION B — ($5 \times 5 = 25$)

Answer ALL questions, choosing either (a) or (b).

11. (a) Define news and explain its different categories.

Or

- (b) Summarize the qualities of an effective reporter.

12. (a) Identify and explain the key principles of sub-editing.

Or

- (b) Sketch the guidelines that sub-editors should follow when rewriting stories.

13. (a) Explain why these qualities are important for successful reporting.

Or

- (b) Describe how reporters can avoid making mistakes.

14. (a) Explain how headlines be used to attract attention, inform readers, and summarize the main story.

Or

- (b) Discuss the factors that are considered when writing headlines.

15. (a) Describe the key features of journalistic language.

Or

- (b) Explain how captions can be used to enhance the reader's understanding of a photo.

SECTION C — ($3 \times 10 = 30$)

Answer any THREE questions.

16. Justify the role a news editor plays in ensuring the accuracy, fairness, and balance of news coverage.
17. Discuss the key skills and knowledge that editors need to be successful.
18. Summarize the importance of language and style in journalism.