

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 4C 04—DIGITAL JOURNALISM

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 4C 04—DIGITAL JOURNALISM

(Multiple Choice Questions for SDE Candidates)

1. XML :

- (A) Extensible Markup Language. (B) Embedded Markup language.
(C) Electronic Markup Language. (D) None of the above.

2. Cyber Forensic :

- (A) Investigation of Computer crime. (B) Investigation of traffic offence.
(C) Forensic science of investigation. (D) None of the above.

3. Choose the correct HTML tag for the smallest size heading ?

- (A) <heading>. (B) <h6>.
(C) <h1>. (D) <head>.

4. Which tag creates a check box for a form in HTML ?

- (A) <checkbox>. (B) <input type="checkbox">.
(C) <input=checkbox>. (D) <input checkbox>.

5. The special formatting codes in HTML document used to present content are :

- (A) Tags. (B) Attributes.
(C) Values. (D) None of above.

6. What is an ISP ?

- (A) Internet System Protocol. (B) Internal System Program.
(C) Internet Service Provider. (D) None of the above.

7. HTTP :

- (A) Hypermedia text transfer protocol.
(B) Hypertext Transfer Protocol.
(C) HTML testing programme.
(D) None of the above.

8. In digital audio, ——— describes the number of bits of information recorded for each sample.
- (A) Sample rate. (B) Bit depth.
(C) Ratio. (D) Channel.
9. Organised Broadcasting in India began in the year :
- (A) 1923. (B) 1927.
(C) 1936. (D) 1947.
10. Take is a version of a ———.
- (A) Shot. (B) Scene.
(C) Sequence. (D) Misc-en scene.
11. A signal to an anchor or presenter to start talking or begin his action is termed a ———.
- (A) Cue. (B) Call
(C) Order. (D) None of the above.
12. Yellow journalism derived its name from an early comic character called ———.
- (A) Yellow kid. (B) Yellow boy.
(C) Yellow girlie. (D) Yellow guy.
13. ——— is a branch of philosophy dealing with the nature of beauty, art, and taste and with the creation and appreciation of beauty.
- (A) Aesthetics. (B) Design.
(C) Psychoanalysis. (D) None of the above.
14. ——— is a multimedia software.
- (A) MS Powerpoint. (B) Microsoft Word.
(C) Adobe Audition. (D) Adobe Pagemaker.
15. 'Munshi' is telecast in which television channel ?
- (A) Kirali People. (B) Reporter.
(C) Doordarshan. (D) Asianet.

Turn over

16. ABU is an _____.
- (A) International TV channel.
 - (B) International Radio channel.
 - (C) International Broadcasting organization.
 - (D) None of the above.
17. All India Radio has _____ stations in Kerala.
- (A) 5.
 - (B) 9.
 - (C) 7.
 - (D) 10.
18. Generation loss is the most minimal in _____.
- (A) Non-linear editing.
 - (B) Transferring.
 - (C) Linear editing.
 - (D) Assemble editing.
19. Which of the following is the unique element of new media ?
- (A) Hypertext .
 - (B) visuals.
 - (C) Graphics.
 - (D) Sound bytes.
20. Which organisation started the first radio station in Chennai ?
- (A) Premier Club.
 - (B) Music Lovers' Club.
 - (C) Madras Club.
 - (D) Presidency Club.

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 4C 04—DIGITAL JOURNALISM

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Netizen.
2. Online Ads.
3. manoramaonline.com.
4. e-content management.
5. Digital media savvy.
6. Digital publisher.
7. Gate keeping.
8. Blogger.
9. Facebook journalism.
10. Cyber crime.
11. Webinar.
12. Cyber space.

(8 × 3 = 24 marks)

Turn over

Section B

*Answer at least five questions.
Each question carries 5 marks.
All questions can be attended.
Overall Ceiling 25.*

13. Evolution of digital media.
14. Online editor.
15. Multimedia.
16. Cyber policing.
17. Big data.
18. Global village and data journalism.
19. Types of data.

(5 × 5 = 25 marks)

Section C

*Answer any one question.
The question carries 11 marks.*

20. What are the online aesthetics in the context of online journalism ? Elaborate.
21. Elaborate strengths and limitations of digital journalism.

(1 × 11 = 11 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 4 (3) C02—INTRODUCTION TO TV AND CINEMA

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Italian Neo Realism.
2. H.S. Bhatwadekar.
3. V/O.
4. PCR.
5. Anchoring.
6. German expressionism.
7. Mrinal Sen.
8. G.Aravindan.
9. Pre-production.
10. Triangle lighting.
11. Types of shots.
12. CBFC.
13. P.N. Menon.
14. Akira Kurosawa.
15. Lumiere brothers.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least five questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. Write down the Image sizes and uses of the Basic shots.
17. How the balance has been maintained in topic selection and presentation of a television magazines ?
18. Explain the effects of Satellite channels on Indian Society.
19. Discuss the contribution of Akira Kurosawa in films with reference to some of his best works
20. Discuss the contribution of Sergei Eienstein in films with reference to 'Battleship Potemkin' directed by him.
21. What do you understand by 'Cinema of realism' ? What is the contribution of V.I. Pudovkin and Sergei Eienstein in this type of film making.
22. What is New Wave Cinema ? Who are the chief architects of such films in India ?
23. Balanced presentation is very much important for television news coverage. Does it help to build public opinion ?

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. TV serials are projecting changes in contemporary urban social lives. Do you agree ? Answer with arguments.
25. Do films contribute to create a global village in which people can share common cultural aspirations ? Discuss with special reference to Bollywood's participation in Hollywood's production.
26. Discuss the different phases of pre-production and post-production for Current Affairs program of television.
27. Describe the important stages of making a film. What is the importance of editing and music in a film ? Discuss with examples of Indian movies

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU4 (3) C03—MASS MEDIA IN WEST ASIA

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Low Angle shot.
2. Arab News.
3. Story board.
4. Sawt Filastin.
5. Fill light.
6. IRNA.
7. Nile FM.
8. Voice of God.
9. Jafar Panahi.
10. Milliyet.
11. Al Ahram.
12. The Jerusalem Post.
13. Yousuf Chahine.
14. Eran Riklis.
15. Al Jazeera TV.

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. The fall of the Arab cinema is partially due to the stringent restrictions and censorship the authorities placed on directors-Comment.
17. What are the defining features that differentiate documentaries from feature films ?
18. Who are the above-the-line and below-the-line personnel in a production crew, reporting to the director ?
19. Critically review any one of the films by Lebanese director Nadine Labaki.
20. Describe how Dubai Media City has emerged as a major hub for the media industry in the GCC and Middle East.
21. Cinema of Palestine is relatively young in comparison to Arab cinema as a whole-Explain.
22. Why is Rakshān Banietemad called as the First lady of Iranian Cinema ?
23. List the realist/Neo realist elements that you find in New Iranian cinema.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Give an overview of the challenges faced by Middle East film makers.
25. What are the different types of shots and camera movements used in film production ? State the specific uses of each type.
26. What are the various activities involved in the pre-production stage of a film production ?
27. Attempt a critical evaluation of the themes and visual language followed in a popular Middle East film of your choice.

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS–UG) DEGREE EXAMINATION, APRIL 2022**Mass Communication and Journalism****JOU4(3)C01—JOURNALISTIC PRACTICES****(2019 Admission onwards)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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JOU4(3)C01—JOURNALISTIC PRACTICES

(Multiple Choice Questions for SDE Candidates)

1. Which of the newspaper wing is responsible to keep the records of subscribers, add new subscriptions and handling the subscription related complaints ?
 - (A) Advertising.
 - (B) Mechanical.
 - (C) H R department.
 - (D) Circulation.
2. (i) Proximity: Closeness to the news subject.
(ii) Timeliness : Freshness of the news subject.
 - (A) Both are correct.
 - (B) (i) Is correct ; (ii) Is incorrect.
 - (C) (i) Is incorrect ; (ii) Is correct.
 - (D) Both are incorrect.
3. The first few sentences of a news story is called :
 - (A) Body.
 - (B) Lead.
 - (C) Offset.
 - (D) Headline.
4. If reporter is collecting the information from an eyewitness of a news event, such kind of source is called :
 - (A) Primary source.
 - (B) Secondary source.
 - (C) Tertiary source.
 - (D) None of these.
5. Which of the following is an Indian news agency ?
 - (A) AP.
 - (B) AFP.
 - (C) PTI.
 - (D) Reuters.
6. PTI established on :
 - (A) 1950.
 - (B) 1949.
 - (C) 1948.
 - (D) 1947.

7. Managing the communication between an organization and public is called :
- (A) Advertisement. (B) Business Communication.
(C) Interpersonal communication. (D) Public relations.
8. Which of the following is a function of PR ?
- (A) Counter negative publicity. (B) Lobbying.
(C) Promoting goodwill. (D) All of the above.
9. A persuasive message sent to journalists by PR officials to attract their interest in the client :
- (A) Embargo. (B) Pitch.
(C) Press release. (D) Paid media.
10. ——— is an official information given to media outlets by the organisation.
- (A) Press release. (B) News bulletin.
(C) Memo. (D) Newsletter.
11. Full form of PRSI :
- (A) Press release society of India. (B) Public relations society of India.
(C) Public relations secretary of India. (D) Press relations society of India.
12. IPRA International code of ethics also known as :
- (A) Code of Rome. (B) Code of Milan.
(C) Code of Moscow. (D) Code of Athens.
13. IPRA established in :
- (A) 1955. (B) 1956.
(C) 1960. (D) 1961.
14. Among the following which is not a function of advertising ?
- (A) Increase sales of a product.
(B) To persuade dealers to stock the product.
(C) To inform the launch of a product.
(D) None of these.

15. _____ is an action taken by a private company to contribute to the development of the society it exists.
- (A) Corporate social responsibility. (B) Organisational responsibility.
(C) Public relations campaigns. (D) None of these.
16. USP is :
- (A) Unique Selling Proposition. (B) Unique Selling property.
(C) Utmost Selling proposition. (D) Unique Selling Promise.
17. ASCI is a :
- (A) Committee set up by Central Government to censor advertisements.
(B) Self-regulatory voluntary organization of advertising Industry.
(C) An ad agency in India.
(D) A regulatory board working under Ministry of communications.
18. A new window with full of ads appearing in front of website is called :
- (A) Banner ad. (B) Flash ad.
(C) Floating ad. (D) Pop-up ad.
19. Advertising content in a form of news article or an editorial content is called :
- (A) Brochure. (B) Advertorial.
(C) Flyer. (D) Body copy.
20. The book *Public Opinion* is written by :
- (A) Ivy Lee. (B) Walter Lippmann.
(C) Sigmund Freud. (D) Edward Bernays.

FOURTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU4(3)C01—JOURNALISTIC PRACTICES

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Sub editor.
2. Freelancer.
3. Special correspondent.
4. Inverted pyramid style.
5. Timeliness.
6. Desk.
7. Beat.
8. News agency.
9. In Design.
10. PRSI.
11. Internal public.
12. PSA.
13. Display ad.
14. Advertorial.
15. Propaganda.

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Discuss the principles of news writing and its relevance to responsible journalism.
17. What do you mean by news values ? Is it added within the four walls of a news media ?
18. What is investigative reporting ? Do you feel its need in modern news writing ?
19. What is Brand positioning ? Discuss with examples.
20. Analyse the need of Public Relation inherent in modern society ?
21. "The function of ' lead' in news is to get readers' attention and lure them into the story" - Do you agree ?
22. The social context of advertising has changed in the last decade. Discuss.
23. What are the ways in which a PR professional can use the internet and other audio visual aids as effective PR tools ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. The major purpose of advertising is to influence the buying behavior. Does this influence bring any significant change in the market ? Briefly discuss about the factors behind the influence
25. "Headlines perform the functions of indexing, summarizing and advertising the news story". Explain.
26. Recently there has been a spurt in specialized reporting. Do you agree ? What are the major areas of specialized reporting generally found in the newspaper ?
27. What is crisis management in Public Relation ? What are the tools that may be used in overcoming crisis of an institution ? Discuss with examples.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 4B 06—RADIO PRODUCTION

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Wav.
2. Sound Effects.
3. AM.
4. AIR.
5. Announcer.
6. Podcasting.
7. Narrowcasting.
8. Phone-out programme.
9. Vox pop.
10. Audio console.
11. Radio Mango.
12. Prabhathabheri.
13. KBS.
14. HD Radio.
15. Frequency.

(10 × 3 = 30 marks)

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Who was Lionel Fielden ? What was his contribution to Indian broadcasting ?
17. What is radio news reel ?
18. What are the different types of interviews used in radio broadcast ?
19. What is radio documentary ?
20. Explain the essential qualities of a RJ.
21. Differentiate between analogue and digital audio signals.
22. Write a short note on Prasar Bharathi.
23. Write the script for a one minute radio public service announcement on 'health for all'.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. 'AM technology is outdated'. React to this statement discussing the issue's pros and cons.
25. News about environment and other social issues get more importance in radio when compared to other electronic media. Discuss with suitable examples.
26. What you mean by radio formats ? Explain five different radio formats.
27. Mann ki Baat brought back the lost glory of radio in India. Elucidate.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 4B 05—DESIGN AND PAGINATION

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Berliner.
2. Balance.
3. Circus lay out.
4. Dummy.
5. Indesign.
6. Vertical makeup.
7. Masthead.
8. Harmony/unity.
9. Special interest newspaper.
10. Typography.
11. Focus.
12. Tomb-stoning.
13. Lead story.
14. Copy fitting.
15. Grid.

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

- 16 Copy editing symbols are still relevant in editing. Do you agree ?
- 17 What is the need for modular planning ?
- 18 What is the need for special designs ?
- 19 What treatments are necessary for the front page ?
- 20 The treatment of the editorial page helps to distinguish between the content of the editorial page and news pages. Discuss ?
- 21 How should photographs be handled on a feature page ?
- 22 Is it ever appropriate to use a dummy now that editors are using the computer more and more ?
- 23 In what way can good design creates a personality for a newspaper ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

- 24 What are the various makeup structures ?
- 25 The emergence of computer has revolutionized the process and effectiveness of newspaper pagination- Establish.
- 26 "Page layout provides a way to catch and direct the user's attention". Elucidate.
- 27 What are the advantages of the makeup types ?

(2 × 10 = 20 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU4C04—DIGITAL JOURNALISM

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each questions carries 1 mark.*

1. Expand the abbreviation of HTTP is _____.
2. A crime in which the attacker harasses a victim using electronic communication is _____.
3. Copyright is a part of _____ rights.
4. Unwanted messages sent into the email boxes of hundreds of users is called _____.
5. The first type of digital journalism, called _____.
6. One who write on web logs or blogs is called _____.
7. Citizen journalism, also known as _____.
8. _____ is a crime that involves a computer and a network.
9. Apple was founded by _____.
10. Citizen journalism is the practice of _____.

(10 × 1 = 10 marks)

Part B*Answer any eight questions.**Each questions carries 2 marks.*

11. New media.
12. Social network.
13. Website.
14. Video conferencing.

Turn ove

15. Virtual reality.
16. Streaming Media.
17. Information Super highway.
18. Hyperlink.
19. PDF.
20. Navigation.

(8 × 2 = 16 marks)

Part C

*Answer any six questions.
Each questions carries 4 marks.*

21. What is Digital media ? Explain the evolution of digital media.
22. Explain about the significances of digital media.
23. Write about telecommunications policies in India.
24. Give your opinion about new media and social changes.
25. Impact of social network -elucidate.
26. Write about the Online Journalism and its merits and demerits.
27. Write about e-governance.
28. Explain about the role and functions of online content editor.
29. Explain about the digital media as a platform for global communication.
30. Do you think the Digital Media technologies are a threat to newspapers and magazines ? How can print media overcome these challenges ?

(6 × 4 = 24 marks)

Part D

*Answer any two questions.
Each questions carries 15 marks.*

31. Is online the right medium for your message-Define the mission and goals for your own web-site.
32. Explain the digital media versus Social and cultural implication.
33. Give your opinion on the future and role of digital media in media industry.
34. Elaborate various Cyber Crimes and Cyber laws in India.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU3C03 AND JOU4C03—ELECTRONIC MEDIA AND MASS MEDIA IN WEST ASIA

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all the following.**Part I and Part II must be attended separately.***PART I**

1. Radio feature.
2. Newscaster.
3. RJ.
4. Montage.
5. Sound bite.
6. Pan-shot.

(6 × ½ = 3 marks)

PART II

7. The Gulf Times.
8. The White Balloon.
9. TRT.
10. Official News Agency of Saudi Arabia.
11. Tehran Times.
12. Name the radio station based in Ramallah.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five of the following from each part.

PART I

13. OB Van.
14. Times Now.
15. Breaking news.
16. Audience research.
17. Community radio.
18. Soap opera.

(5 × 2 = 10 marks)

PART II

19. Pre-revolutionary cinema of Iran.
20. Al-Jazeera Media Network.
21. NINA.
22. The Jerusalem Post.
23. Mohsen Makhmalbaf.
24. Milliyet.

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part.

PART I

25. Sketch the difference between radio news and television news.
26. Discuss the important stages of making a documentary.
27. 'Location of a film can enhance the visual experience'. Justify by analysing a film.
28. Prepare a radio commercial for a product of your choice.

(3 × 5 = 15 marks)

PART II

29. Write the relevance of IRNA.
30. Explain the role and functions of Israel Broadcasting Authority.
31. MED TV programmes.
32. Nile Sat and Nile FM.

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. Describe the functions and responsibilities of a production unit in the making of a film.
34. Discuss the dominating elements in television programmes during prime time shows.

(1 × 12 = 12 marks)

PART II

35. Analyse the contributions of Samira Makhmalbaf as a director, producer and screenwriter.
36. Discuss the role and status of mass media in the West Asia.

(1 × 12 = 12 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022****Mass Communication and Journalism****JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA****(2017—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA

(Multiple Choice Questions for SDE Candidates)

1. Kinetoscope is invented by _____.
 - (A) Thomas Edison and William Dickson.
 - (B) Louis and Auguste Lumière.
 - (C) Skladanowsky Brothers.
2. The first film makers in the history were _____.
 - (A) Thomas Edison and William Dickson.
 - (B) Louis and Auguste Lumière.
 - (C) Skladanowsky Brothers.
3. The father of Indian Cinema :
 - (A) Dadasaheb Phalke.
 - (B) Ardeshir Irani.
 - (C) Debaki Bose.
4. The first film in Malayalam is _____.
 - (A) Vigathakumaran.
 - (B) Marthanda Varma.
 - (C) Balan.
5. The word documentary was coined by _____.
 - (A) John Grierson.
 - (B) Pare Lorentz.
 - (C) Louis Doyen.
6. Mohsen Makhmalbaf's first film was _____.
 - (A) Tobeh Nosuh.
 - (B) Time of Love.
 - (C) The Cyclist.
7. Which was the debut film of G. Aravindan ?
 - (A) Chidambaram.
 - (B) Vastuhara.
 - (C) Uttarayanam.

8. The camera angle that looks up at a character :
- (A) The birds eye view. (B) High angle.
(C) Low angle.
9. The colour of the light is also known as :
- (A) Colour generator. (B) Colour temperature.
(C) Colour intensity.
10. _____ is used to fill in the shadow areas created by the key light.
- (A) Key light. (B) Fill light.
(C) Back light.
11. The World Wide Web is made available to the public for the first time in _____.
- (A) 1971. (B) 1981.
(C) 1991.
12. _____ is a form of blog for which the medium is video.
- (A) Blog. (B) Vlog.
(C) Podcast.
13. Instagram was created by _____.
- (A) Kevin Systrom and Mike Krieger. (B) Lawrence Roberts and Thomas Marill.
(C) Paul Baran and Donald Davies.
14. _____ is a business-oriented social networking service.
- (A) Pinterest. (B) LinkedIn.
(C) Instagram.
15. The lead is also known as _____.
- (A) Intro. (B) Strapline.
(C) Caption.

16. An error or a glitch in a programme :
- (A) Bug. (B) Bite.
(C) Boot.
17. The Supreme Court quashed Section _____ of the Information and Technology Act in 2015.
- (A) 64 A. (B) 66 A.
(C) 68 A.
18. _____ is befriending and establishing an emotional connection with a child to lower the child's inhibitions for child sexual abuse.
- (A) Child grooming. (B) Child pornography.
(C) Child trafficking.
19. Expansion of SME :
- (A) Subject Matter Expert. (B) Subject Managing Engineer.
(C) Subject Maintaining Expert.
20. Self-study guide for the users of a product :
- (A) Abstract. (B) Proposal.
(C) Tutorials.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

PART I

Choose the correct answer from the choices given :

1. _____ is one the greatest films by Charlie Chaplin.
 - a) The Great Emperor.
 - b) The Great Dictator.
 - c) The King.
 - d) Venom.
2. _____ is known as 'The Master of Storytelling'.
 - a) Akira Kurosawa.
 - b) Orson Wells.
 - c) Satyajit Ray.
 - d) Shyam Benegal.
3. _____ of the camera controls the duration for which light is exposed to the digital sensor or film.
 - a) Aperture.
 - b) Shutter speed.
 - c) Hyper-focal distance.
 - d) Sensor.
4. DSLR stands for _____.
 - a) Digital Single Lens Reflex.
 - b) Digital Standard Refraction.
 - c) Digital Single Light Recorder.
 - d) Digital Straight Lens Refill.
5. _____ shot is used to show the emotions on a character's face.
 - a) Medium.
 - b) Long.
 - c) Ariel.
 - d) Close-up.

Turn over

Section B**PART I**

Write very short notes on any five of the following.

13. P. N. Menon.
14. *Dreams*.
15. Story board.
16. Master shot.
17. German Expressionism.
18. Father of Indian Cinema.

(5 × 2 = 10 marks)

PART II

Write very short notes on any five of the following.

19. Interactivity.
20. User-generated content.
21. Mash-up.
22. Propaganda.
23. YouTube.
24. Cyber bullying.

(5 × 2 = 10 marks)

Section C**PART I**

Write short essays on any three of the following

25. Kim Ki-duk.
26. Camera angles.
27. Bicycle Thieves.
28. Girish Kasaravalli's films.

(3 × 5 = 15 marks)

Turn over

PART II

Write short essays on any **three** of the following

29. Analyse the role of internet as a medium of communication.
30. What is media convergence ? Briefly explain the important elements of media convergence.
31. Explain social media activism.
32. Describe the relevance of cyber laws.

(3 × 5 = 15 marks)

Section D

PART I

Answer any **one** of the following in about 400 words.

33. Analyze the impact of Covid 19 pandemic on film industry. How OTT platforms have evolved as a model of film distribution ?
34. What are the basics of cinematography ? Discuss the importance of cinematography.

(1 × 12 = 12 marks)

PART II

Answer any **one** of the following in about 400 words.

35. Explain how the new media technologies are affecting the news industry.
36. 'Social media is used increasingly as a tool for political communication.' Discuss the advantages and disadvantages.

(1 × 12 = 12 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022**Mass Communication and Journalism****JOU3C01 AND JOU4C01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING****(2017—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU3C01 AND JOU4C01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(Multiple Choice Questions for SDE Candidates)

1. Global village concept was put forward by ————.
(A) Robert Merton. (B) Seon McBride.
(C) Marshall McLuhan. (D) Wilbur Scramm.
2. The term fourth estate refers to ?
(A) Legislature. (B) Commons.
(C) Media. (D) Judiciary.
3. The film “Balan” was directed by :
(A) P Ramdas. (B) J C daniel.
(C) Ramu Kariatt. (D) P Bhaskaran.
4. Who is director of Appu Trilogy ?
(A) Mahesh Bhatt. (B) Adoor Gopalakrishnan.
(C) Satyajit Ray. (D) Ritwik Ghatak.
5. TASS- Itar is a news agency of :
(A) UK. (B) US.
(C) Germany. (D) Russia.
6. First private TV channel in Malayalam was :
(A) Surya. (B) Asianet.
(C) Kairali. (D) India Vision.
7. Monotype was a typesetting machine for ————.
(A) Hand composing. (B) Photocomposing.
(C) Mechanical composing. (D) DTP.

8. Which of the following is considered the first newspaper in Malayalam ?
- (A) Paschimodayam. (B) Jnana Nikshepam.
(C) Keralopakari. (D) Rajyasamacharam.
9. How many of the sensory channels can be applied while reading a news story ?
- (A) One (B) Two.
(C) Three (D) Four.
10. *Areopagatica*, a pamphlet supporting the freedom of expression was written by the famous English poet _____.
- (A) John Keats. (B) John Milton.
(C) P. B. Shelley. (D) J S Mill.
11. Use of celebrities to promote a product or service in advertising is described as _____.
- (A) Endorsement. (B) Signing.
(C) Billing. (D) None of these.
12. Expand SWOT :
- (A) Strongpoints Weakpoints Opportunities and Threats.
(B) Strengths Weaknesses Occasions and Thresholds.
(C) Strengths Weakpoints Occasions and Threats.
(D) Strengths Weaknesses Opportunities and Threats.
13. The official English news letter published by PRD, Government of Kerala, is called _____.
- (A) Kerala Harbinger. (B) Voice of Kerala.
(C) Kerala Calling. (D) Kerala Tidings.
14. Narrowcasting means _____.
- (A) Public Service Broadcasting. (B) Specific slices of radio/TV audiences.
(C) AM radio stations. (D) Online broadcasting.
15. The chronological evolution of mass media is :
- (A) Radio, film, newspaper, television. (B) Newspaper, film, radio, television.
(C) Newspaper, radio, film, television. (D) Film, newspapers, radio, television.

16. Internet was first developed in _____.
- (A) UK. (B) Japan.
(C) US. (D) Germany.
17. Which of the following is an example of social media network ?
- (A) Chrome. (B) Google.
(C) Mozilla. (D) Linked-in.
18. Crystallizing Public Opinion is written by :
- (A) Edward Bernays. (B) Ivy Lee.
(C) Noam Choamsky. (D) Robert Hayden.
19. The monitoring body of advertising in India is known as :
- (A) ASCI. (B) PCI.
(C) AAI. (D) ABC.
20. Matter of fact advertisement such as matrimonial, real estate and automobiles are known as :
- (A) Classified ads. (B) Institutional ads.
(C) Professional ads. (D) Direct marketing.

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU3C01 AND JOU4C01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all the following from Part I and Part II.***PART I**

1. H.S. Bhatvadekar.
2. Lionel Fieldon.
3. SITE.
4. Devji Bhimji.
5. Harijan.
6. Friend of India.

(6 × ½ = 3 marks)

PART II

7. Surrogate advertisement.
8. Endorsement.
9. Logo.
10. Crisis communication.
11. PSA.
12. Advertorial.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five from each part in not more than 30 words.

PART I

13. Serampore Missionaries.
14. Paid news.
15. *Paschimodayam*.
16. Arun Shourie.
17. Hum Log.
18. Anand Patwardhan.

(5 × 2 = 10 marks)

PART II

19. AAI.
20. TV spots.
21. CSR.
22. Corporate identity.
23. IPRD.
24. NDTV.

(5 × 2 = 10 marks)

Section C

Answer any three from each part in not more than 100 words.

PART I

25. Assess the contributions of Prannoy Roy to Indian television journalism.
26. '*Mathrubhumi* is often described as a child of freedom struggle movement. Explain.
27. Describe the contributions of S Sadanand to Indian journalism.
28. Elaborate the important types of radio programmes.

(3 × 5 = 15 marks)

PART II

29. Describe the ethical issues in advertising.
 30. Explain the functions of headline and text in an advertising copy.
 31. Analyse the role of DAVP.
 32. Describe the similarities and differences between Public Relations and corporate communication.
- (3 × 5 = 15 marks)

Section D

Write an essay on any one from each part in not more than 300 words.

PART I

33. Analyse the scope and relevance of Gandhian journalism.
34. Compare the journalistic pursuits of Raja Ram Mohan Roy and James Augustus Hicky.
Whom do you consider among them as the father of Indian journalism ?

(1 × 12 = 12 marks)

PART II

35. 'The making and unmaking of a government depends on Public Relations strategies.' Explain.
36. Describe the role and functions of an advertising agency.

(1 × 12 = 12 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 4B 06—RADIO PRODUCTION

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions each not exceeding 50 words.

Each questions carries 3 marks.

1. Audio mixing.
2. FM.
3. Radio Talk.
4. Radio Announcer.
5. Audacity.
6. Mattoli.
7. Mechanical wave.
8. Newsonair.
9. Podcast.

(5 × 3 = 15 marks)

Part B

Answer any seven questions each not exceeding 100 words.

Each questions carries 5 marks.

10. Explain the terms-sound wave, noise and frequency.
11. Describe the news gathering set-up of AIR.
12. What is the meaning of conversational style in radio ?
13. Differentiate between radio features and radio documentary.

Turn over

14. Write a note on : Ethics in audio editing.
15. What is vox-pop ? Offer your comments on its effectiveness.
16. Describe how you would prepare a 30 minutes radio discussion on a youth-related health issue.
17. Write a note on AIR.
18. Discuss the functions of a radio producer.
19. What do you understand by target audience ?
20. Define Radio as a medium.
21. Differentiate hard news and soft news.

(7 × 5 = 35 marks)

Part C

Answer any two questions each not exceeding 400 words.

Each questions carries 15 marks.

22. Mann Ki Baat and its influence on Indian public - Discuss.
23. Briefly discuss the elements that can enhance the popularity of a radio channel.
24. What do you understand by community radio ? Explain its role in development communication.
25. F.M. has changed the face of radio broadcasting. Do you support this view ? Elaborate.

(2 × 15 = 30 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 4B 05—DESIGN AND PAGINATION

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions each not exceeding 50 words.

Each questions carries 3 marks.

1. Primary colour.
2. Texture.
3. Composition.
4. Posterization.
5. Line.
6. Watermark.
7. Serif.
8. Broadsheet.
9. Pictographs.

(5 × 3 = 15 marks)

Part B

Answer any seven questions each not exceeding 100 words.

Each questions carries 5 marks.

10. Discuss the meaning and concept of Page make up and design.
11. Differentiate traditional and contemporary methods of page layout.
12. Write a short note on photo cropping.
13. Explain the uses of layer option in Adobe Photoshop.

Turn over

14. Explain the basic principles in design.
15. Explain the basic concepts balance in layout.
16. Write a short note on contrast as element in design.
17. Describe the duties and responsibilities of makeup editor in newspaper.
18. How should be a cover page in a magazine ?
19. What is Illustration ?
20. Write down the positive features of good layout.
21. Give a short note on infographics.

(7 × 5 = 35 marks)

Part C

Answer any two questions each not exceeding 400 words.

Each questions carries 15 marks.

22. Elaborate the don'ts and do's of page makeup and design.
23. Give details about elements of pagination.
24. Elucidate various pagination softwares.
25. Discuss about headlines in a newspaper and its importance.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022**Mass Communication and Journalism****JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA****(2014—2016 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA

(Multiple Choice Questions for SDE Candidates)

1. The first film makers in the history were _____.
 - (A) Thomas Edison and William Dickson.
 - (B) Louis and Auguste Lumière.
 - (C) Skladanowsky Brothers.
2. Bicycle Thieves is directed by _____.
 - (A) Vittorio De Sica.
 - (B) Robert Wiene.
 - (C) Sergie Eisenstein.
3. The Tramp was the on screen character of _____.
 - (A) Sergie Eisenstein.
 - (B) Robert Wiene.
 - (C) Charlie Chaplin.
4. Mohsen Makhmalbaf's first film was _____.
 - (A) Tobeh Nosuh.
 - (B) Time of Love.
 - (C) The Cyclist.
5. The Government of India honoured Ritwik Ghatak with the Padma Shri for Arts in _____.
 - (A) 1970.
 - (B) 1980.
 - (C) 1990.
6. Which was the debut film of G Aravindan ?
 - (A) Chidambaram.
 - (B) Vastuhara.
 - (C) Uttarayanam.
7. Adobe Premiere is a _____ Software.
 - (A) Video editing.
 - (B) Audio editing.
 - (C) Pagination.

8. Long shot is also known as _____.
- (A) Complete Shot. (B) Full Shot.
(C) Maximum Shot.
9. A shot used to follow the movement of the subject or to reveal a location is known as _____.
- (A) Zooming. (B) Dollying.
(C) Tracking.
10. Dutch tilt is also known as :
- (A) Horizon angle. (B) Slanted.
(C) Full angle.
11. The World Wide Web is made available to the public for the first time in :
- (A) 1971. (B) 1981.
(C) 1991.
12. _____ is a business-oriented social networking service.
- (A) Pinterest. (B) LinkedIn.
(C) Instagram.
13. Expansion of XML :
- (A) Extensible Markup Language. (B) Xerox Markup Language.
(C) Extra Markup Language.
14. The lead is also known as _____.
- (A) Intro. (B) Strapline.
(C) Caption.
15. _____ is the preferable structure for the news in web.
- (A) Inverted Pyramid. (B) Hour Glass.
(C) Diamond.

Turn over

16. _____ should be used while writing the headline of a story.
- (A) Active voice. (B) Passive voice.
- (C) Past tense.
17. An error or a glitch in a programme :
- (A) Bug. (B) Bite.
- (C) Boot.
18. The fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information :
- (A) Cracking. (B) Phishing.
- (C) Stalking.
19. A letter written to an employer that briefly states why a job applicant should be considered for a position :
- (A) First draft. (B) Cover letter.
- (C) Correspondence copy.
20. Manual written for repair technicians :
- (A) Tutorials. (B) Service manuals.
- (C) Proposal.

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU3C02 AND JOU4C02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions, each not exceeding 50 words.

1. Feature film.
2. Docufeature.
3. John Abraham.
4. Persistence of vision.
5. Ritwik Ghatak.
6. Podcast.
7. Prewriting.
8. Cyberspace.
9. Hypertext.
10. . Underground cinema.

(5 × 3 = 15 marks)

Part B

Answer any seven questions, each not exceeding 100 words.

11. German expressionism.
12. Italian neo-realism.
13. French avant-garde.
14. Kim Ki-duk.

Turn over

15. Satyajit Ray.
16. Anand Patwardhan.
17. New Media Aesthetics.
18. Templates and navigation bars.
19. Search engines and social media.
20. Online reporting.
21. Technical writing.
22. Cyber laws.

(7 × 5 = 35 marks)

Part C

Answer any two questions, each not exceeding 400 words.

23. Trace the history of Internet and discuss its role in the digital world.
24. How do you edit and design an online newspaper ? Discuss in detail.
25. Elucidate how a feature film is produced and distributed. Discuss the various stages of production.
26. Discuss the film making craft of any one of your favourite film directors.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022**Mass Communication and Journalism****JOU3C01 AND JOU4C01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING****(2014—2016 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU3C01 AND JOU4C01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(Multiple Choice Questions for SDE Candidates)

1. The chronological evolution of mass media is :
 - (A) Radio, film, newspaper, television. (B) Newspaper, film, radio, television.
 - (C) Newspaper, radio, film, television. (D) Film, newspapers, radio, television.
2. The term fourth estate refers to :
 - (A) Legislature. (B) Commons.
 - (C) Media. (D) Judiciary.
3. The film "Balan" was directed by :
 - (A) P. Ramdas. (B) J.C. Daniel.
 - (C) Ramu Kariatt. (D) P.Bhaskaran.
4. Name the news agency that was closely associated with India even before the independence :
 - (A) AFP. (B) Associated Press.
 - (C) UPI. (D) Reuters.
5. The Hindi news agency of PTI is known as _____.
 - (A) PTI Hindi. (B) PTI Hindustani.
 - (C) PTI Bhasha. (D) PTI Rashtra.
6. Ramnath Goenka is associated with _____.
 - (A) The Indian Express. (B) The Hindustan Times.
 - (C) The Times of India. (D) The Deccan Herald.
7. Dateline in a report tells _____.
 - (A) Date of the story. (B) Date and place.
 - (C) Date, place, country of the story. (D) Date, place, reporter of the story.
8. A Balakrishna Pilla was associated with _____.
 - (A) Kesari. (B) Swaseshabimani.
 - (C) Keralan. (D) Mathrubhumi.

9. Which of the following is considered the first newspaper in Malayalam ?
- (A) Paschimodayam. (B) Jnana Nikshepam.
(C) Keralopakari. (D) Rajyasamacharam.
10. The first printed work by Johannes Gutenberg using movable types was :
- (A) Aeropagitica. (B) Catechism text.
(C) Way of the cross. (D) Bible.
11. A memorable short tune with a lyric broadcast in radio and television commercials is called a _____.
- (A) Campaign. (B) Logo.
(C) Jingle. (D) Commercial.
12. A face to face interaction with press persons is called _____.
- (A) Press conference. (B) Press mediation.
(C) Media tour. (D) Press forum.
13. Official representative of an organization who deals with journalists and media is called _____.
- (A) PR Executive. (B) CEO.
(C) Spokesperson. (D) Proprietor.
14. Expand SWOT :
- (A) Strongpoints Weakpoints Opportunities and Threats.
(B) Strengths Weaknesses Occasions and Thresholds.
(C) Strengths Weakpoints Occasions and Threats.
(D) Strengths Weaknesses Opportunities and Threats.
15. The official English news letter published by PRD, Government of Kerala, is called _____.
- (A) Kerala Harbinger. (B) Voice of Kerala.
(C) Kerala Calling. (D) Kerala Tidings.

16. Podcasting is _____.
- (A) Audio recordings that can be downloaded to MP3 players.
 - (B) A flow of stories on topics that a newspaper sends online to its subscribers.
 - (C) Stories specifically formatted for the user's cellular phone.
 - (D) Broadcaster's blog that invites reader responses.
17. Actor Mammooty is the brand ambassador of :
- (A) South Indian Bank.
 - (B) Federal Bank.
 - (C) SBT.
 - (D) Dhanalakshmi.
18. Which of the following English newspaper is not published Kerala ?
- (A) Deccan Chronicle.
 - (B) The Times of India.
 - (C) Deccan Herald.
 - (D) The New Indian Express.
19. A term used for print advertising that extends all the way to the edge of the page with no margin.
- (A) Bleed.
 - (B) Agate Line.
 - (C) Billboard.
 - (D) Gutter.
20. The upper corners of the front page of a newspaper is called :
- (A) Eyes.
 - (B) Ears.
 - (C) Hands.
 - (D) Faces.

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU3C01 AND JOU4C01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all the following (Part I and II must be attended separately)*

PART I

1. Calcutta General Advertiser was launched in the year of _____.
2. Mirut-ul-Akbar was a _____ language newspaper.
3. Prasar Bharati is headquartered in _____.
4. The first full-length motion picture in India was produced by _____.
5. European owned press is called as _____.
6. _____ is the first Malayalam newspaper to have an online version.

(6 × ½ = 3 marks)

PART II

7. _____ is referred as the father of public relations
8. _____ is an agreement between a producer and a company to use a product or service in exchange for a product/service mention.
9. Public Relations Society of India (PRSI), the national association of PR practitioners was established in _____.
10. _____ ads are displayed across a user's screen-usually at the top.
11. The Directorate of Advertising and Visual Publicity established in _____.
12. _____ is a short song or tune used in advertising.

(6 × ½ = 3 marks)

Turn over

PART II

29. Explain the importance of PR campaign.
30. Make a short note on types of ads.
31. What are the elements of an ad copy ? Explain.
32. Write a short note on PRSI.

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. A lot of changes in our society are the result of effective media intervention. Can you cite any two changes from recent incidents ?
34. Write an essay on the history of television broadcasting in India.

(1 × 12 = 12 marks)

PART II

35. What are the social and ethical issues in advertising? Elaborate with examples.
36. Prepare scripts for both print and television ad for the textile brand you are working for.

(1 × 12 = 12 marks)

PART II

29. Explain the importance of PR campaign.
30. Make a short note on types of ads.
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Section D

Answer any one of the following from each part.

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(1 × 12 = 12 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and Journalism

JOU4B05—EDITING FOR NEWSPAPERS

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer any five questions not exceeding 50 words.**Each questions carries 3 marks.*

1. News peg.
2. Skyline.
3. Copy.
4. Pocket cartoon.
5. News editor.
6. Imprint line.
7. Morgue.
8. Blow up.
9. Ombudsman.

(5 × 3 = 15 marks)

Part B*Answer any seven questions not exceeding 100 words.**Each questions carries 5 marks.*

10. Discuss briefly the importance of Lead.
11. State any three distinct qualities of a news photographer.
12. Headline writing is an art. Explain with examples.
13. Give a brief note on desk top publishing.
14. 'Editorial is the voice of a newspaper'. Critically comment.

Turn over

15. What are the differences between outline and caption ?
16. Why the inverted pyramid style is preferred in structuring a story ?
17. What is photojournalism ? What are the responsibilities of a photojournalist ?
18. An editor is the unsung hero of the news paper. Explain
19. Explain accuracy and objectivity in editing.
20. Language is an important tool in the hands of an editor. Comment.
21. Define hyperlocal journalism.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each questions carries 15 marks.

22. What is news agency ? Explain the importance of news agencies.
23. What is editorial ? What are the different types of editorials ?
24. Describe briefly the basic: news room operations.
25. Explain the principles of editing in detail.

(2 × 15 = 30 marks)