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Register Number:

Name of the Candidate:

M.A. DEGREE EXAMINATION, May 2015

(ENGLISH)

(SECOND YEAR)

651: PRINCIPLES OF JOURNALISM

Time: Three hours

Maximum: 100 marks

SECTION-A

(5×8=40)

Answer any FIVE questions

1. a) What is the social responsibility of the press?
b) Explain the function of the mechanical department.
2. a) What are the duties of the editorial writer?
b) What are the functions of the news editor?
3. a) What is meant by "Nose for news"?
b) What are the main types of leads?
4. a) Discuss the role of Peters to the editor column.
b) What are the characteristics of the feature?
5. a) How could advertisements be made effective ?
b) What are the psychological factors in advertising?
6. a) Explain the function of the circulation department.
b) What are the various responsibilities of the sub editor?
7. a) What is meant by news sense?
b) How is advertising an art?
8. a) Explain the importance of proof reading.
b) Write a short notes on advertisement through different media.

SECTION-B

(3×20=60)

Answer any THREE questions

9. a) Write an essay on the canons of Journalism.
(OR)
b) What are the functions of the advertisement department?
10. a) What are the various roles of the editor?
(OR)
b) Discuss the duties of a reporter.

11. a) Discuss in detail the three parts of the news story.
(OR)
b) What role does the review play in a newspaper?
12. a) How do you distinguish between feature and news story?
(OR)
b) What are the various techniques of interviewing?
13. a) Explain the functions of the proof reading symbols.
(OR)
b) Write an essay on the designing of an advertisement.
