



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fifth Semester Career Related B.A. Degree Examination, November 2016

First Degree Programme under CBCSS

Core Course – VII:

(for Journalism, Mass Communication & Video Production)

AUJC541: Malayalam Journalism

Time: **3 Hours**

Max. Marks: **80**

SECTION – A

*Answer **ALL** the following, each in about one / two words or in one / two sentences.*

1. Cub reporter.
2. Ghost Writer.
3. Pack journalism.
4. Photo feature.
5. PTI
6. Yellow journalism.
7. Feature
8. Hyper local journalism.
9. Inverted pyramid.
10. Press Conference.

(10 × 1 = 10 Marks)

SECTION – B

*Answer any **EIGHT** questions, each in a paragraph not less than 60 words.*

11. Differentiate tabloid and broad sheet.
12. Letter to the editor.
13. Infographics
14. UNI
15. Principles of newspaper design.

16. Explain the qualities required for a sub editor.
17. Define news.
18. What is the difference between hard and soft news ?
19. What do you mean by photo editing ?
20. Differentiate between Flag and Masthead.
21. What do you mean by readers' editor ?
22. T N Gopakumar.

(8 × 2 = 16 Marks)

SECTION – C

Short essay type : Answer any SIX questions, each not less than 120 words.

23. Editorial reflects the views of the newspaper. Discuss the importance of editorial in a newspaper.
24. "Citizen reporting and public participation in journalism increase with the emergence of online newspapers." Offer your comments.
25. Elucidate the corporate social responsibilities of Malayalam newspapers.
26. Compare and analyse any Malayalam print daily with its online version.
27. Newspaper is a local advertising medium. Do you agree with this statement ?
28. What are the basic principles to be considered while writing for web ?
29. Photographs are unique selling points of magazines. Substantiate your answer with recent developments in Malayalam magazines.
30. Differentiate translation and transliteration.
31. How do you differentiate investigative and interpretative reporting ?

(6 × 4 = 24 Marks)

SECTION – D

Long essay type : Answer any TWO questions, each not less than 300 words.

32. What is the role of magazines in our society ?
33. How does television reporting influence Malayalam newspaper ?
34. Explain the problems you have faced while translating an English story into Malayalam.
35. Analyse critically an exclusive story you have read recently.

(2 × 15 = 30 Marks)

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