

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022**(Regular/Improvement/Supplementary)****FUNCTIONAL ENGLISH****GFEN5B08T: PRINT MEDIA****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries 2 marks****(Ceiling 25 Marks)**

1. Oriental Herald
2. SambadKaumudi
3. Times of India
4. Mass Medium
5. FM
6. Media ethics
7. Copy writer
8. Hourglass structure
9. Press
10. Correspondent
11. Op-ed piece
12. News editor
13. Streamer headline
14. Dummy
15. Blooper

SECTION B: Answer the following questions. Each carries 5 marks.**(Ceiling 35 Marks)**

16. Discuss the initiative of J S Buckingham that provided impetus to Indian journalism.
17. Prepare a note on Newspaper Readership Survey.
18. Describe mass Circulation.
19. Explain the concept Media convergence.
20. Differentiate middle from other kinds of writing.
21. Discuss the difference between news as information, education, and entertainment with examples.
22. Purpose of cartoons in a newspaper. Comment.
23. Discuss the qualities of an investigative reporter.

SECTION C: Answer any 2 question. Each carries 10 marks.

24. Mahatma Gandhi is one of the greatest journalists of India. Do you agree? Illustrate your answer with examples.
25. Discuss the role and responsibility of print and electronic media in a developing country like India
26. News writing and news structure.
27. Editorial is the mouthpiece of a newspaper. Comment.

(2 x 10 = 20 Marks)