

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023

(Regular/Improvement/Supplementary)

FUNCTIONAL ENGLISH

GFEN5B08T: PRINT MEDIA

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 25 Marks)

Write notes on:

1. Penny press
2. Gutter
3. Cropping
4. Readership
5. Photo editor
6. News magazine
7. Values
8. Professional integrity
9. Scoop
10. Harijan
11. Bleed
12. Global village
13. Masthead
14. Wire service
15. Write a small news story with 'Who' lead.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 Marks)

16. Evaluate Serampore missionaries and their major contributions in Indian journalism.
17. Relate Editorial and Op-Ed page.
18. Give an account on Portable medium.
19. How do you define the media world?
20. Mention the functions of captions.
21. Discuss Vernacular Press Act.
22. What are the characteristics of a Feature?
23. Explain the inverted pyramid model with the help of a diagram.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Trace the history of Indian news agencies.
25. Critically analyse the growth of the press in the post-independence India.
26. Do you think the national programme of All India Radio respects the spirit of India? Explain with examples.
27. Reporters are the eyes and ears of a media organization. How do you subscribe to this view?

(2 x 10 = 20 Marks)