

**FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024
(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)**

1. Define freelance journalism.
2. How is gutter different from bleed?
3. Differentiate between Indian journalism and English journalism.
4. What are the advantages of Embargo?
5. Comment on yellow journalism.
6. What are the different types of print media?
7. Give an example of a sting operation.
8. What is a style book?
9. Enlist the role of language and tense in Caption writing.
10. Enumerate the benefits of Citizen journalism.
11. What is an inverted pyramid structure?
12. Who is the father of Indian Journalism?
13. Explain lead and list the types of lead.
14. What is native culture?
15. Define pagination.

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

16. Write a note on news structure.
17. What are the types of editorial?
18. Give an account on the importance of media ethics.
19. "Letter to the editors is a phase of making Newspaper as people's voice." Discuss.
20. What are the various types of Mass media and their characteristics?
21. What is Media convergence?
22. Prepare a book review that you have read.
23. Define news agencies and state a few prominent news agencies.

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

24. Attempt an essay on the beginning of Indian journalism.
25. Elaborate on the role of journalism in the contemporary era.
26. Discuss the influence of feature writing over news writing in creating awareness.
27. 'News is anything that you did not know till yesterday'. Elucidate the statement.

(2 X 10 = 20 Marks)