PART –A

Answer all questions. Each question carries 5 Marks.

1. Write short notes on the following.
   a) Architectural journalism.
   b) Niche journalism.
   c) Models of communication.
   d) Mass communication.
   e) Non-verbal communication
   f) New medias in architectural reporting
   g) Barriers to communication.
   h) Photo journalism.

(8 x5 Marks = 40 Marks)

PART – B

Module - I

II a) Explain the Scope of journalism in architectural education.

OR

b) Describe the 7-C’s of Communication

Module - II

III a) As an architectural journalist, what would you do if someone called the newsroom and said there was an explosion in a nearby town?

OR

b) How can Social Responsibility be integrated into every aspect of the architectural profession? Explain by citing suitable examples.

(20 Mark)

Module - III

IV a) “News for a mainstream news journalist is not news for a niche news journalist “why? So what is news?

OR

b) Discuss the barriers to cross-cultural communication citing suitable examples.

(20 Mark)