I. Answer the following in one or two words or in one or two sentence
1. Off-record
2. Deadline
3. Vox-Populi
4. 5 Ws and 1 H
5. Gatekeeping
6. Novelty
7. Exclusive
8. PTI
9. Beat
10. Cubs

(10x1=10 marks)

II. Answer any eight questions each in 60 words
11. Define Yellow journalism and its demerits
12. Elements of News
13. Explain Hourglass style of News writing
14. What are the qualities of a Soft News
15. Define Syndication
16. Define Embedded journalism
17. Explain Farm Journalism
18. Enlist the various functions of Journalism
19. Define source and explain the ways to cultivate news sources
20. What is Paid News

21. “News is anything that you didn’t know till yesterday”. Discuss

22. What are the qualities of a Sports Reporter

(8x2=16 marks)

III. Answer any six questions, each in about 120 words

23. What is Sting Operation, Explain its merits and demerits

24. Explain Inverted pyramid style and its pros and cons

25. What are the commonly known News sources

26. What does ‘Free Press’ indicate and what are the objectives of journalism

27. Which are the qualities and values of News

28. Analyse different types of Interviews

29. Evaluate the role of News Agencies in collecting and distributing news worldwide

30. What is Citizen Journalism, explain the role of Social media in it

(6x4=24 marks)

IV. Write long essays on any two of the following

31. What are the types of Lead? Explain each with examples

32. What are the various types of news appeared in a Newspaper

33. Explain the quality of cultural reporting in Malayalam newspapers

34. ‘Reporter is known as the backbone of a Newspaper’- comment on it.

(2x15=30 marks)