



U7630

Reg. No.:

Name:.....



University of Kerala
First Semester Degree Examination, November 2024
Four Year Under Graduate Programme
Discipline Specific Core Course
Journalism and Mass communication
UK1DSCJMC100 - Basics of Journalism Practices
Academic Level: 100-199

Time:2 Hours**Max.Marks:56****Part A.**

Answer All Questions, Objective Type. 1 Mark Each.

(Cognitive Level: Remember/Understand)

6 Marks. Time: 5 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	What is Accountability ?	Remember	CO1
2.	Define: Reporters Without-Borders	Remember	CO1
3.	Discuss: Article 19 (1) a	Understand	CO1
4.	Interpret: 5Ws and 1H	Understand	CO1
5.	Explain 'Proximity'	Understand	CO1
6.	What is a 'Broadsheet'?	Understand	CO1

Part B.

Answer any five Questions ,Two-Three sentences. 2 Marks Each.

(Cognitive Level: Understand/Apply)

10 Marks. Time: 20 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	Define the concept of news.	Understand	CO1
8.	Identify two key components of news with examples	Understand	CO1
9.	Examine the term 'page layout' in the context of newspaper design by proper illustration.	Apply	CO3
10.	Outline the difference between page design and layout.	Apply	CO3
11.	Demonstrate how colour contrast can be applied to highlight specific sections or news categories in a newspaper layout.	Apply	CO3

Part C.

Answer all 4 questions, choosing among options within each question.

Short Answer. 4 Marks Each. (Cognitive Level: Apply/Analyse)

16 Marks. Time: 35 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
12	A. How would you practice the principles of balance and visual hierarchy in designing a newspaper page? OR	Apply	CO3

	B. Outline the principles of page design citing contemporary practices		
13	A. How would you apply the Z-pattern or F-pattern in designing the layout of a newspaper front page. Discuss their relevance. OR B. Examine modular layout and its characteristics.	Apply	CO3
14	A. Analyse the structure of a newspaper organisation. OR B. Analyse the importance of news agencies with examples	Analyse	CO2
15	A. Compare and contrast different types of news sources. OR B. Classify the duties and responsibilities of a reporter.	Analyse	CO2

Part D.

Answer all 4 questions, choosing among options within each question.
Long Answer. 6 Marks Each. (Cognitive Level: Analyse/Evaluate/Create)
24 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
16	A. Break down the functions of the news bureau. OR B. Explain the role of specialised reporting in journalism. Discuss the special preparations required for any three of the following: crime reporting, disaster reporting, court reporting, political reporting, and science and technology reporting.	Analyse	CO2
		Analyse	CO2
17	A. 'Interviewing is one of the key inputs in reporting for the media.' Elaborate with examples. OR B. Critically assess the role of the journalist as a reporter, interpreter, and investigator.	Evaluate	CO2
		Evaluate	CO2
18	A. Evaluate the role of social media in news gathering and dissemination. OR B. Discuss the present trends in reporting compared with traditional methods of news gathering and reporting.	Evaluate	CO2
		Evaluate	CO2
19	A. Prepare a dummy layout for a newspaper front page featuring a major news story. Include different types of headlines and leads, and explain how your design choices enhance the overall message and urgency of the content. OR B. Write an editorial that discusses the impact of sensational headlines on public perceptions of news. Argue for or against the use of sensationalism in journalism and suggest alternative strategies for capturing reader attention without compromising credibility.	Create	CO4
		Create	CO4