

SECTION – A

Answer any 8 questions from 1 to 9. Each carries 1 score.

(8 × 1 = 8)

1. Which of the following is an Indian news agency ?
 - (a) AFP
 - (b) AP
 - (c) PTI
 - (d) Reuters

2. Name the newspaper started by Gandhiji when he was in South Africa.

3. Which is the first college magazine in Kerala ?

4. The name of the reporter published along with the story.
 - (a) Credit line
 - (b) Caption
 - (c) Byline
 - (d) Dateline

5. Who is known as 'Captain of the desk' ?
 - (a) News editor
 - (b) Managing editor
 - (c) Chief sub editor
 - (d) Correspondent

6. Expand PCI.

7. In which year the first Malayalam newspaper started ?
 - (a) 1848
 - (b) 1847
 - (c) 1780
 - (d) 1850

8. Which of the following newspaper was not started by Gandhiji ?
 - (a) Young India
 - (b) Navjivan
 - (c) Harijan
 - (d) National Herald

9. Who invented Radio ?

SECTION – B

Answer any 6 questions from 10 to 17. Each carries 2 scores.

(6 × 2 = 12)

10. Write a short note on Traditional media.
11. Prepare a brief note on Bengal Gazette.
12. List out the four certificates issued by CBFC.
13. Analyse the role of Chief editor in a newspaper.
14. Define citizen journalism.
15. Explain skyline.
16. What is non-verbal communication ?
17. Write a short note on gate keeping.

SECTION – C

Answer any 4 questions from 18 to 22. Each carries 3 scores.

(4 × 3 = 12)

18. Enlist the contributions of Swadeshbhimani K. Ramakrishna Pillai to the growth and development of Malayalam journalism.
19. Write a short note on Defamation.
20. What is meant by sources of news ? Mention three types sources.
21. Differentiate between cropping and scaling in photo editing.
22. Explain any three types of interviews.

SECTION – D

Answer any 4 questions from 23 to 27. Each carries 4 scores.

(4 × 4 = 16)

23. List out the characteristics of newspapers.
24. Match the following :
- | | | |
|-------------------------|---|----------------------|
| (a) Raja Rammohan Roy | – | Kesari |
| (b) Bal Gangadhar Tilak | – | Amrita Bazar Patrika |
| (c) Robert Knight | – | Sambad Kaumudi |
| (d) Sisir Kumar Ghose | – | The Statesman |
25. Briefly explain the duties of a sub editor in a newspaper.
26. Prepare a short note on the following :
- (a) Editorial
- (b) Letter to the editor
27. Trace out the relevance of Basel Mission Society (BEM) and Herman Gudent in the history of Malayalam journalism.

SECTION – E

Answer any 2 questions from 28 to 30. Each carries 6 scores.

(2 × 6 = 12)

28. Explain elements of communication with examples.
29. Describe any six news values / news determinants.
30. Define Communication. Briefly explain the levels of communication with examples.
-