

(Pages : 3)

G – 4135

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, July 2019
Career Related First Degree Programme under CBCSS
Career Related 2(a) English and Communicative English
Vocational Course

CG 1471 : PRINT AND ONLINE WRITING

(2013 Admission onwards)

Time : 3 Hours

Max. Marks : 80

1. Answer **all** questions each in a word or sentence.
1. ✓ What is a banner?
 2. What is dateline?
 3. Define breaking news.
 4. What does NRS stand for?
 5. Expand DTP.
 6. Define Infotainment.
 7. A brief note on Youtube.
 8. Who invented the first printing press?
 9. Who was the founder of the newspaper National Herald?
 10. Who invented computer?

(10 × 1 = 10 Marks)

P.T.O.

18/16

II. Answer any **eight**, each in a short paragraph not exceeding **50** words.

- 11. Power Point
- 12. Global village ✓
- 13. Headlines ✓
- 14. Imprint Line
- 15. FTP ✓
- 16. Types of reporting ✓
- 17. Vernacular Press Act
- 18. Editorial ✓
- 19. Wiki leaks ✓
- 20. Blogs ✓
- 21. Audit Bureau of Circulations
- 22. Page Maker

(8 × 2 = 16 Marks)

III. Answer any **six** each in a paragraph not exceeding **100** words.

- 23. Online journalism.
- 24. What are the characteristics of a true newspaper?
- 25. Describe the structure of a news story.
- 26. What are the advantages of hour glass style?
- 27. Print and online advertising.

28. What are the challenges of live reporting?
29. Magazine Journalism.
30. How does blogging foster citizen journalism?
31. Cyber crime.

(6 × 4 = 24 Marks)

IV. Answer any **two** each in about **300** words.

32. Explain the evolution and development of newspapers in India.
33. Is writing different in print and online mediums? Explain.
34. What are the changing trends in journalistic writings?
35. What is mass media? What are its functions?

(2 × 15 = 30 Marks)