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| **University of Kerala** | | |
| Discipline: Journalism and Mass Communication |  | Time: 2 Hours (120 Mins.) |
| Course Code: UK1DSCJMC100 |  | Total Marks: 56 |
| Course Title: Basics of Journalism Practices |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  |  |

Part A. 6 Marks. Time: 5 Minutes

Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

|  |  |  |  |
| --- | --- | --- | --- |
| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 1. | Who is Rajdeep Sardesai? | Remember |  |
| 2. | Identify the term used to give credit to the author of a news? | Remember |  |
| 3. | What is a Kicker? | Understand |  |
| 4. | Identify: Reuters and Associate Press (AP) | Understand |  |
| 5. | Explain: Tabloid Journalism | Understand |  |
| 6. | What is ‘Pull Quote’? | Understand |  |

Part B. 10 Marks. Time: 20 Minutes

Two-Three sentences. 2 Marks Each. Answer All Questions

(Cognitive Level: Understand/Apply)

|  |  |  |  |
| --- | --- | --- | --- |
| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 7. | What is Hyperlocal Journalism? | Understand |  |
| 8. | What are the key characteristics of News beat? | Understand |  |
| 9. | Explain Hour glass style with an example | Apply |  |
| 10. | Briefly discuss the characteristics of an editorial | Apply |  |
| 11. | Write a short note on the concept of Broadsheet | Apply |  |

Part C. 16 Marks. Time: 35 Minutes

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

(Cognitive Level: Apply/Analyse)

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| --- | --- | --- | --- |
| Qn.  No. | Question | Cognitive  Level | Course  Outcome (CO) |
| 12 | 1. Explain in detail about the news agencies citing examples   OR   1. Discuss the principles of journalism and its relevance to current media world. | Apply |  |
| Apply |  |
| 13 | 1. Define news and discuss the main elements of news by writing a short news story of your choice.   OR   1. Illustrate the principles of page design | Apply |  |
| Apply |  |
| 14 | 1. “Headlines perform the functions of categorizing, summarizing and promoting the news story” analyze the statement   OR   1. Evaluate the key responsibilities of an editor in a newspaper | Analyse |  |
| Analyse |  |
| 15 | 1. ‘News values play a significant role in selecting news for the Newspaper’- Explain.   OR   1. Given an opportunity to write a column in a Newspaper. what subject will you chose? Explain the reason behind your choice | Analyse |  |
| Analyse |  |

Part D. 24 Marks. Time: 60 Minutes

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

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| --- | --- | --- | --- |
| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 16. | A. “The function of ‘lead’ in news is to get readers’ attention – Analyze the statement with various types of lead  OR  B. Discuss the role of the media as a watchdog in a democratic society | Analyse |  |
|  | Analyse |  |
| 17 | 1. ‘Online journalism is quicker and easier to access than print journalism’- Evaluate the benefits of online news compared to Newspaper   OR   1. To what extent can we observe political bias in news reporting? Evaluate this bias with two newspapers or two news channels | Evaluate |  |
| Evaluate |  |
| 18 | 1. Evaluate the role of page layout and design in newspaper. How do these elements affect the readability of the news paper   OR   1. Compare and contrast hard news stories with soft news stories in terms of their content and the way of presentation | Evaluate |  |
| Evaluate |  |
| 19 | 1. Write a headline and opening paragraph for a news article on Hema Committee report   OR   1. Write an editorial on the topic ‘Portrayal of Women in Indian Cinema’ | Create |  |
| Create |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Cognitive Level** | **Marks** | **Percentage** |  | **Course Outcomes** | **Marks** | **Percentage** |
| Remember | 2 | 3.6 |  |  |  |  |
| Understand | 8 | 14.3 |  |  |  |  |
| Apply | 14 | 25.0 |  |  |  |  |
| Analyse | 14 | 25.0 |  |  |  |  |
| Evaluate | 12 | 21.4 |  |  |  |  |
| Create | 6 | 10.7 |  |  |  |  |
| **TOTAL** | **56** | **100** |  | **TOTAL** | **56** | **100** |