

VI SEMESTER B.ARCH DEGREE EXAMINATION
(2013 Scheme)
13AR1607.3 ARCHITECTURE JOURNALISM AND PHOTOGRAPHY

MODEL QUESTION PAPER

Time: 3Hours

Max Marks: 100

*Instruction: Use Illustrations wherever required. Illustrations carry due marks
Drawing sheets shall be supplied.*

PART –A

Answer all questions. Each question carries 5 Marks.

1. Write short notes on the following.
- a) Architectural journalism.
 - b) Niche journalism.
 - c) Models of communication.
 - d) Mass communication.
 - e) Non-verbal communication
 - f) New medias in architectural reporting
 - g) Barriers to communication.
 - h) Photo journalism.

(8 x5 Marks = 40 Marks)

PART – B

Module - I

II a) Explain the Scope of journalism in architectural education.

OR

b) Describe the 7-C`s of Communication

Module - II

(20 Mark)

III a) As an architectural journalist, what would you do if someone called the newsroom and said there was an explosion in a nearby town?

OR

b)How can Social Responsibility be integrated into every aspect of the architectural profession? Explain by citing suitable examples.

(20 Mark)

Module - III

IV a) “News for a mainstream news journalist is not news for a niche news journalist “why? So what is news?

OR

b) Discuss the barriers to cross-cultural communication citing suitable examples.

(20 Mark)