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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

I. 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.

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)
