

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Arts (Journalism and Mass Communication) (Sem.-1)

**INTRODUCTION TO JOURNALISM**

Subject Code : UC/BAJMC-101-19

M.Code : 77259

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A****1. Write briefly :**

- a) Define News
- b) Byline
- c) Yellow Journalism
- d) News Reporter
- e) Penny Press
- f) Tabloid
- g) 5W's and 1H
- h) Proximity as a news value
- i) Online journalism
- j) Meaning of Citizen journalism

### SECTION-B

2. Give the meaning, definition and nature of news.
3. What are the basic elements of a news story?
4. Trace the history of yellow journalism. What was its impact on journalism?
5. Distinguish between Penny press and Tabloid press.
6. Explain the inverted pyramid style of news writing. Why is it popular among editors?

### SECTION-C

7. Highlight the principles of news writing.
8. Distinguish between print and electronic journalism.
9. How is citizen journalism changing the face of modern journalism?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**