

Reg No:.....

K25FY2330

Name :.....

Second Semester FYUGP Journalism Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCJMC107 (BASICS OF JOURNALISM)
(DATE OF EXAM: 28-4-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Give two examples of newspapers that played a significant role in India's freedom struggle. 3
2. How do newspapers use photographs to enhance their content? 3
3. Describe various niche magazines in Malayalam. 3
4. How does timeliness affect the newsworthiness of a story? 3
5. Explain the role of official press releases as a news source. 3
6. What are the primary responsibilities of a journalist? 3
7. Why is accuracy crucial in journalistic writing? 3
8. Describe how the principle of balance and fairness affects news editing. 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Outline the steps involved in publishing a research journal. 6
10. Create a content list for a niche magazine. 6
11. Write a review of a Malayalam magazine. 6
12. Discuss the role of official statements, press releases, and eyewitness accounts as credible news sources. 6
13. What ethical challenges do reporters face when using anonymous sources, and how can they address these challenges? 6
14. How the choice of reporting style influences the audience's perception of a news story? Provide examples to support your answer. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. What is press freedom? Explain with suitable examples. 14
16. Investigate the role of journalism codes of ethics in maintaining media integrity. 14
17. Evaluate the effectiveness of a well-crafted headline in enhancing news readability. 14