

[This question paper contains 2 printed pages.]

Sl. No. : 9001 GC *Your Roll No.....*

Unique paper code : 11011103

Paper : INTRODUCTION TO JOURNALISM

Course : B. A. (Hons.) JOURNALISM

SEMESTER : I

Time: 3 Hours

Max. Marks: 75

(Write your roll no. on the top immediately on receipt of this question paper)

Attempt all *five* questions. All questions carry equal marks.

1. Explain the format for writing a news report on the basis of the following criteria:
 - (i) Inverted pyramid
 - (ii) 5Ws & 1H
 - (iii) Major types of leads

OR

Discuss the ethical guidelines that journalists must keep in mind in their professional endeavours. Give examples of media deviations from ethical norms.. (15)

2. Discuss the importance of objectivity, balance and fairness in news coverage giving suitable examples.

OR

Trace the genesis of yellow journalism. Discuss the content of today's newspapers in relation to the characteristics of yellow journalism. (15)

3. Discuss the importance and functions of headlines. What are the points to be kept in mind while crafting headlines.

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OR

Discuss the principle differences between print and broadcast journalism in terms of content, form and writing.

(15)

4. What are the avenues available for citizens to participate in journalism? How can citizen journalism complement mainstream journalism?

OR

Write an article for the newspaper, with a focus on any **ONE** of the recent events, not exceeding 500 words:

- (i) De-monetisation
- (ii) Rio Olympics
- (iii) Pollution in Delhi.

(15)

5. Write short notes on any **TWO** of the following:

- (a) Attribution
- (b) Robert Gunning: Principles of clear writing
- (c) Embargo
- (d) Yellow Journalism
- (e) News archives

(7.5 x 2)

(400)