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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*The questions carry 2 marks each.**Ceiling : 25 marks.*

1. DAVP.
2. Yellow Journalism.
3. Sub-editor.
4. Graphics.
5. PRO.
6. Outdoor Advertising.
7. Copywriting.
8. Brand Image.
9. Columns.
10. Bureau Chief.
11. PR Campaign.
12. News Desk.
13. ASCI.
14. Editorial.
15. Ad Campaign.

Turn over

Section B

The questions carry 5 marks each.

Ceiling : 35 marks.

16. Discuss the importance of news sources in making news.
17. Explain the need for photography in journalism and the qualities of a photographer.
18. What are the basic principles of a front page-make up ?
19. Write the advantages of Internet ads.
20. What makes a successful PRO ?
21. Differentiate between external and internal publics.
22. Explain the functions of logo in advertising.
23. Enumerate the functions of advertising agency.

Section C

Answer any two out of four.

24. Does the projection of women in advertising violate ethics ? Discuss with examples.
25. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.
26. Community relations is an important element of Corporate Social Responsibility. Discuss.
27. Enumerate the growth of PR as a concept and profession. What is the prospect of PR in India ?

(2 × 10 = 20)