

(Please write your Exam Roll No.)

Exam Roll No. 0131420428

END TERM EXAMINATION

SECOND SEMESTER [BA(JMC)] JUNE 2024

Paper Code: BA(JMC)-102

Subject: Print Journalism

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write short notes on **any four** of the following:

(4x5=20)

- (a) Relevance of a style sheet
- (b) Embargo
- (c) Yellow journalism
- (d) Journalism as a Fourth Estate
- (e) Difference between articles and backgrounders

Q2 How has the printing of newspapers in India been influenced by the introduction of digital technology in the media? How have newspapers adapted to the digital age and what challenges do they face. (10)

OR

Q3 What are the primary roles and responsibilities of a reporter in the field of journalism? Discuss the issue of ethics that guides a reporter in collecting and distributing information. (10)

Q4 Discuss the importance of headlines in a news story. Describe different types of headlines and their roles in attracting readers' attention and summarizing the news story. (10)

OR

Q5 Discuss the challenges faced by journalists when reporting on sensitive or controversial topics. How can reporters maintain objectivity and fairness in their coverage? Explain with example. (10)

Q6 Describe the setup and functions of a city reporting room in a news organization. What are the key roles and responsibilities of reporters in this setup? (10)

OR

Q7 Analyze the role of book reviews and film reviews in journalism. Write a book review or a film review that you have read or watched recently. (10)

Q8 Discuss effective design principles for newspaper layouts. Analyze the significance of photo captions and cutlines in newspaper articles. (10)

OR

Q9 What are the ethical considerations in editing and design, particularly regarding the use of visuals and the presentation of news content? How can editors maintain objectivity and fairness in their work? (10)