

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2023.

Third Semester

Visual Communication – Core

JOURNALISM SKILLS

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Which of the following is the role of the media in a democracy?
  - (a) To inform the public about important issues
  - (b) To hold the government accountable to the people
  - (c) To provide a platform for public debate
  - (d) All of the above

2. Which of the following is not a right guaranteed by Article 19 of the Indian Constitution?
  - (a) Freedom to form association or unions or co-operatives
  - (b) Freedom to move freely throughout the territory of India
  - (c) Freedom to acquire, hold and dispose of property
  - (d) Freedom to practise any profession or to carry on any occupation, trade or business

3. Which of the following is a core value of journalism?
  - (a) Accuracy
  - (b) Fairness
  - (c) Independence
  - (d) Objectivity

4. Which of the following is a way to avoid bias in reporting on a political campaign?
  - (a) To avoid using the candidate's name in the headline
  - (b) To present the candidate's positions in a neutral and objective manner
  - (c) To avoid using loaded language or biased terms
  - (d) To avoid interviewing the candidate's opponents

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5. Which of the following is an example of hard news?
  - (a) A story about the latest poll results
  - (b) A story about a celebrity couple's divorce
  - (c) A breaking news story about a natural disaster
  - (d) A story about a new book by a famous author

6. Which of the following is a feature of the inverted pyramid style of news writing?
  - (a) The most important information is presented first
  - (b) The least important information is presented last
  - (c) The story is written in chronological order
  - (d) All of the above

7. A news beat is a:
  - (a) Specific area of news coverage assigned to a reporter
  - (b) The most important part of a news story
  - (c) A way to avoid plagiarism when writing about news stories
  - (d) A way to identify a biased news story

8. Which of the following is a bad news lead?
  - (a) "The president gave a speech today."
  - (b) "A new study has found that climate change is real."
  - (c) "The city council is considering a new tax hike."
  - (d) All of the above

9. Which of the following is a key element of constructing news?
  - (a) Avoiding bias
  - (b) Writing a clear and concise lead
  - (c) Organizing the information in a logical way
  - (d) Gathering information

10. Which of the following is a bad way to write a news story?
  - (a) Use emotional language
  - (b) Make assumptions or inferences
  - (c) Present opinions as facts
  - (d) Use jargon or technical terms

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the different types of media.  
Or  
(b) How can the news be used to promote social change?
12. (a) What is the definition of news balance and fairness in journalism?  
Or  
(b) Describe how the use of evidence and sources can distinguish news reporting from opinionated content.
13. (a) Elucidate how the most important information is prioritized in an inverted pyramid article.  
Or  
(b) Create a hypothetical news story that demonstrates both accuracy and objectivity in reporting.

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14. (a) Identify the core focus of a political news beat.  
Or  
(b) Write a note on:  
(i) Summary Lead  
(ii) Creative Lead  
(iii) Single Item Lead.

15. (a) How does the choice of quotes from sources contribute to the overall construction of a news story?  
Or  
(b) Explain the purpose of a by-line in a news article.

PART C — (5 × 8 = 40 marks)

Answer ALL questions by choosing (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss how can the media be used to promote peace and understanding?  
Or  
(b) Detail various types of news with examples.

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17. (a) Analyze how cultural and societal factors can influence the perception of news balance and fairness.  
Or  
(b) Critique a news source by identifying instances where opinion might have influenced the reporting and discuss potential consequences.
18. (a) Elaborate the challenges of verifying information in traditional media versus online and social media platforms.  
Or  
(b) Evaluate the challenges associated with ensuring the credibility and accuracy of online sources.
19. (a) Create a mock assignment for a health news beat reporter covering a public health crisis.  
Or  
(b) Develop a list of guidelines for choosing an appropriate lead for different types of news stories.

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20. (a) Compare the construction of news for print media to that for online platforms in terms of structure and reader engagement.  
Or  
(b) Analyze how a dateline can affect the interpretation of a news story and discuss its role in establishing authority.

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