



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G DEGREE EXAMINATION – ALLIED REQUIRED

FIRST SEMESTER – APRIL 2024

UEL 1302 – JOURNALISM

Date: 23-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Fill in the blanks

- _____ is the English newspaper of Mahatma Gandhi.
- The first Bengali-language newspaper in India was founded by _____.
- The Emergency in India was declared in _____ year.
- Journalism in India has played a vital role in the country's _____.
- _____ was the first Newspaper in India.

2. True or False

- G. Subramania Iyer was the founder of the Indian Express.
- Feature stories are always about celebrities.
- It is acceptable to use anonymous sources in news stories.
- Editorials should be supported by evidence and facts.
- Snippets are short summaries of news stories.

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. Definitions

- Headlines
- Political Cartoon
- Press Act
- Proofreading
- Copywriting

4. Match the following

- James Augustus Hickey - Harijan
- M K Gandhi - Subjective
- Feature stories can be - The Bengal Gazzette
- Article 21 - Communication
- Journalist - Protection of Life and Personal Liberty

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

- Record the functions of Journalism.
- Explain the five parts of the news report.
- Compare the advantages and disadvantages of social Media.
- List out the differences between print media and electronic media

SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Explain the main principles of Journalism.
10.	Contrast News Article and Feature article.
11.	Show how the press become so important during the time of independence.
12.	The Inverted Pyramid Style of Writing News Articles is outdated. Explain.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Expand an article with a headline “ AI: The Future is Now”.
14.	Critique the different kinds of articles.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Write a letter to the editor of “ The Hindu” on Caste based movies.
16.	Assemble an editorial article on The impact of social media on popular culture.

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