



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – **ALLIED REQUIRED**

SECOND SEMESTER – **APRIL 2024**

UEL 2301 – JOURNALISM

Date: 06-04-2024

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. MCQ

- a) Which of the following is not a key principle of journalism?
a) Accuracy b) Sensationalism c) Objectivity d) Fairness
- b) Which of the following is an example of ethical behavior in journalism?
a) Plagiarizing content from other sources b) Fabricating quotes to enhance a story c) Protecting the anonymity of confidential sources d) Misrepresenting facts to generate more clicks
- c) Which one of these is newspaper begun by Gandhiji?
a) Harijan b) Mirat-ul-Akhbar c) Bengal Gazette d) Sambad Koumudi
- d) What is investigative journalism?
a) Reporting on celebrity gossip and entertainment news b) Writing opinion pieces on current events c) Uncovering and exposing hidden truths, corruption, or wrongdoing d) Creating sensational headlines to attract readers
- e) What is the primary purpose of a journalist?
a) To entertain audiences b) To promote personal opinions c) To inform the public with accurate and unbiased reporting d) To manipulate information for political gain

2. Fill in the blanks

- a) Clickbait refers to a _____ that is exaggeratedly designed to grab the reader's attention
- b) The lead paragraph of a news story typically contains the _____ of the story
- c) P. Sainath has been a pioneer in the field of _____ journalism
- d) The inverted pyramid is a writing style commonly used in _____.
- e) The father of modern media studies is _____.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 =

10)

3. Definitions

- a) Press Freedom
- b) Global Village
- c) Advertorial
- d) Hard News and Soft News
- e) Old Media and New Media

4. Answer the following

- a) Explain the term “editorial” in journalism.

b)	What is the primary role of a journalist?
c)	Briefly explain the concept of "objectivity" in journalism.
d)	What is the purpose of a headline and byline in a news article?
e)	Describe the significance of fact-checking in journalistic practice

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each. (2 x 10 = 20)

5.	Illustrate the concept of propaganda as seen in the media today. Mention the five filters of mass media, as given by Noam Chomsky, with respect to it.
6.	Interpret the impact of social media on modern journalistic practices and its role in shaping public opinion
7.	Demonstrate your understanding of the terms Media and Journalism.
8.	Explain the principles of journalism.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each. (2 x 10 = 20)

9.	Categorize four recent credible news snippets based on different subject-specific type of journalism and explain it.
10.	Organize the different sections of a newspaper in detail giving examples for each section.
11.	Illustrate the "Inverted Pyramid Structure" of news writing
12.	Criticize the ways in which ethics of Digital Journalism is exploited

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words (1 x 20 = 20)

13.	Practicing Professionalism and Practicing Ethics is necessary in Journalism. Discuss
14.	Assess how today's journalism has led to privacy invasion.

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words (1 x 20 = 20)

15.	Create an imaginary interview between yourself and a Lead Director with at least ten questions posed on his debut, career and future goals.
16.	Draft a Feature article on the topic, "Stressed with Study? Strategies to Manage Anxiety" from the perspective of a Student journalist.

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