



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: 01:00 PM - 04:00 PM

Part A

I. Answer ALL the questions:

(10x2=20)

1. Identify any two functions of Journalism.
2. Distinguish between 'Old Media' and 'New Media'.
3. Define an advertisement.
4. Define an Editorial.
5. Explain any two types of subject-specific Journalism by stating examples. .
6. Define Feature Article.
7. . Define Yellow journalism.
8. Define "newsworthiness".
9. Define a 'lead' in a news report.
10. Differentiate between hard news and soft news.

PART – B

II. Answer any four of the following questions:

(4x10= 40)

11. Discuss different kinds of advertisements using specific examples.
12. Deduce the five main principles of journalism.
13. Brief on the different types of journalism and its various columns reflected in print.
14. Evaluate social media journalists (Citizen journalism) with respect to digital ethics.
15. Discuss the reasons behind the spread of fake news and propaganda. In what ways can one prevent it?
16. Do you think New and digital Media forms have democratized journalism, as compared to traditional media? Elucidate..
17. Explain investigative journalism with the help of suitable examples.
18. Explain the features of a news story.

PART – C

III. Answer any two of following questions:

(2x20=40)

19. Write a film review that you have watched most recently. Discuss its various elements.
20. Draft a news article on a socially relevant theme that is trending today.
21. Conduct an interview with your most favorite celebrity and write down the details that caught your attention as well.
22. Considering yourself a journalist, give your opinions on upcoming elections 2024 and about good governance and its expectations.

\$\$\$\$\$\$\$\$\$\$\$\$