

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2019

UDJ 1501 – UNDERSTANDING JOURNALISM

Date: 30-10-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

I. Answer ALL the questions

(10x2=20)

1. Advertorial
2. Sub-editor
3. Banner
4. Soft news
5. Byline
6. Cub
7. Social Media
8. Op-ed
9. Press release
10. Lead

PART – B

II. Answer any FIVE questions from the following

(5x8=40)

11. Write a note on the history of Journalism in India.
12. Explain the role of a news agency. Discuss any four.
13. Discuss any eight guidelines issued by PCI.
14. Apply the concept of LPG in media and explain.
15. Identify and explain the alternate theories of press.
16. State and describe the qualities of a journalist.
17. List and explain any 8 functions of journalism.

PART – C

III. Answer any TWO questions from the following

(2x20=40)

18. Discuss the dissemination of news in any 5 International newspapers.
19. List the types of journalism and explain those giving suitable examples.
20. What are the normative theories of press? Elaborate.
