

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A. DEGREE EXAMINATION – SOCIOLOGY

SECOND SEMESTER – APRIL 2022

UEL 2301 – JOURNALISM

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. Answer any FOUR questions in 100 words each: (4x 5 = 20 Marks)
No

- 1 Define the following
a) Editorial b) byline c) snippets d) copywriting e) lead
- 2 Explain the state of Press during the phase of Emergency in India.
- 3 Discuss the contributions of Mahatma Gandhi towards Indian Journalism.
- 4 Write a short note on digital journalism.
- 5 How does investigative journalism help in upholding the spirit of democracy ?
- 6 Write the features of yellow journalism.

PART – B

Answer any FOUR questions IN 200 words each (4 x 10 = 40 Marks)

- 7 Comment on the ethics of journalism.
- 8 Distinguish between print and broadcast journalism.
- 9 Write a 'Letter to Editor' as a response to a news article you have read recently.
- 10 Outline the contributions of Raja Ram Mohan Roy to Indian journalism.
- 11 Choose the important elements of newspaper and explain how they contribute to the anatomy of a newspaper

PART – C

Answer any TWO of the questions in 300 words each (2 x 20 = 40 Marks)

- 12 Trace the history of journalism.
- 13 Summarise the 'Anglo-Indian' journalism phase of Indian Press.
- 14 Write a feature article on "Stress and Anxiety in the 21st century."
