



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – HISTORY

SECOND SEMESTER – APRIL 2017

16UEL2AL01 - JOURNALISM

Date: 27-04-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

I. Answer any EIGHT of the following in about 75 words each: (8x5=40)

1. Yellow Journalism
2. Television Media
3. Principles of Journalism
4. Long Journalism
5. Infographics
6. Editorials
7. Copywriting
8. Subbing
9. Bengal Gazette
10. Lead

II. Answer any THREE of the following in about 150 words each: (3x10=30)

11. Write a short essay on the history and evolution of Journalism.
12. What are political cartoons? Comment on the significance of these cartoons.
13. Convert the following News story into a snippet:

Row over flag hoisting on Republic Day led to attack on Mallikarjun

Equal response to all complaints is the motto of police, but for some inexplicable reasons that is not happening in the case of T. Mallikarjun. It is more than six weeks since this Dalit social activist from Kawkur of Jawaharnagar on city's northern fringes was "assaulted" by a group of persons on Republic Day this year. Based on his complaint, the Jawaharnagar police of Rachakonda Commissionerate registered a case under the Prevention of Atrocities against Scheduled Castes and Scheduled Tribes Act against T. Vikram Goud and others. Interestingly, while he was arrested and lodged in prison for three days following a complaint by his rivals in the same incident, no action was taken till now against the accused in the other case in which the Special Act was invoked.

On this January 26, T. Mallikarjun was taking part in flag hoisting programme on GHMC grounds at Rajeev Gruhakalpa Colony of Kawkur when a group of persons allegedly picked up an argument with him. They asked R. Arun Kumar, son of Telugu Desam Party MLA R. Krishnaiah, – who was invited to hoist the flag– not to encourage the Dalit activist. A woman Lingayath Kavitha, in her complaint, stated that Mallikarjun abused and assaulted women after an altercation while hoisting the flag. Following her complaint, police registered cases against both Mallikarjun and the other group.

Sections 143 (unlawful assembly), 147 (rioting), 148 (rioting armed with deadly weapon), 324 (causing hurt using dangerous weapons), 509 (word, gesture intended to insult modesty of woman), 354 (outraging woman's modesty) and 149 (common intention) of Indian Penal Code were invoked against them.

"While cases were booked against two parties, only me and my two friends were arrested. Other accused are roaming free," Mr. Mallikarjun claims. After the arrest, he and his two friends were remanded in judicial custody. They came out on bail three days later.

Seeking justice

"I don't know what evidence police have to fix me in the case, but I have video clip in which it is clearly

visible that I was being rounded up and assaulted,” maintained Mr. Mallikarjun. Though disappointed by the delay in police action, the social activist is determined to secure justice. He is knocking on the doors of police top brass hoping the attackers would get punished.

14. What are the contributions of Raja Ram Mohan Roy to the Indian Press?

15. What are the guidelines to be followed for Website Content writing.

III. Answer any **TWO** of the following in about 200 words each: (2x15=30)

16. Write a long letter to the Editor of any News paper voicing your views on any social issue that has been affecting you. Provide statistics and recommend solutions.

17. Covert the following snippet into a News Story:

Eight Indian fishermen, who were released by Sri Lanka, arrived at Karaikal on Thursday. The Sri Lankan Navy had arrested them on the charge of illegally entering into the waters of Sri Lanka. Nagapattinam Collector S. Palanisamy, Commandant S.N.M. Patnaik, Commanding Officer, Coast Guard, Karaikal and senior officials received the fishermen at the Karaikal port. They were brought to the shore by a Coast Guard ship Abheek.

18. Write a detailed essay on the role of Internet in journalism and trace the growth of the social media.

19. Write an essay on the Indian Press during Emergency.

20. Write an essay on Editing and Journalistic style of writing.