



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**U.G. DEGREE EXAMINATION – ALLIED**  
**FIRST SEMESTER – NOVEMBER 2022**  
**UEL 1302 – JOURNALISM**

Date: 01-12-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A

Answer ALL the Questions

		<b>(5 x 1 = 5)</b>	
<b>1. Fill in the Blanks</b>			
a) “The Hindu” was founded by _____	K1	CO1	
b) _____ was the year of the Sepoy Mutiny.	K1	CO1	
c) _____ is the opinion of the editor of the newspaper.	K1	CO1	
d) _____ is the English news paper of Mahatma Gandhi	K1	CO1	
e) Raja Ram Mohan Roy was a social _____	K1	CO1	
<b>2. True or False</b>			<b>(5 x 1 = 5)</b>
a) Kolkata Gazzette was run by James Agustus Hickey.	K1	CO1	
b) Sanjay Gandhi and R K Dhawan were responsible for censorship.	K1	CO1	
c) G. Subramania Iyer was the founder of the Indian Express.	K1	CO1	
d) Press Trust of India is an association of the press media.	K1	CO1	
e) RSS was banned during the Emergency period.	K1	CO1	
<b>3. Define the following</b>			<b>(5 x 1 = 5)</b>
a) Headline	K2	CO1	
b) Byline	K2	CO1	
c) Investigative journalism.	K2	CO1	
d) Political Cartoon	K2	CO1	
e) Copywriting	K2	CO1	
<b>4. Match the following</b>			<b>(5 x 1 = 5)</b>
a) Newspaper - Communication	K2	CO1	
b) Article 21 - Traditional Media	K2	CO1	
c) Journalist - Special Interest	K2	CO1	
d) Snippet - Protection of Life and Personal Liberty	K2	CO1	
e) Magazine - meta-description	K2	CO1	

## SECTION B

Answer any TWO of the following in 100 words

**(2 x 10 = 20)**

5.	Analyze the 7 point code for the press by ANIEC.	K3	CO2
6.	What is the difference between traditional media and digital media? Give examples.	K3	CO2
7.	Without journalism, the world would be ignorant. Discuss.	K3	CO2
8.	Articulate the idea of Objectivity in a News article.	K3	CO2

**SECTION C**

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

9.	The Inverted Pyramid Style of Writing News Articles is Outdated.Explain	K4	CO3
10.	What are the advantages and disadvantages of online journalism?	K4	CO3
11.	“Raja Ram Mohan Roy’s reformation was possible because he was publishing articles”. Comment.	K4	CO3
12.	Compare and Contrast the role of journalism in pre and post-independent India.	K4	CO3

**SECTION D**

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

13.	Critique the role of press media in the Freedom struggle of India.	K5	CO4
14.	Explain the purpose of Journalistic Writing and their types.	K5	CO4

**SECTION E**

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

15.	Draft an editorial on “India before the British Empire”.	K6	CO5
16.	Prepare a News Article on “Chennai rain Season” employing the Inverted Pyramid Model.	K6	CO5

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