

DIP-C-2032

DIJ-01

**DIPLOMA EXAMINATION –
DECEMBER, 2023.**

Journalism

**PRINCIPLES OF JOURNALISM AND MASS
COMMUNICATION**

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer any **THREE** questions out of Five
questions in 100 words

All questions carry equal marks

1. Explain the scope of newspapers in modern society.
2. Why journalism is called the Fourth Estate of democracy?
3. What is the group communication?
4. Write a short note documentary film.
5. Explain the Audit Bureau Circulation.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks

6. What are the important of Vigilance?
7. Explain the types of Research.
8. What is the meaning of News Agency?
9. Write about ILNA and IFWJ.
10. What are the Advantages of Electronic Media?

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words

All questions carry equal marks

11. Write detail in Glossary of journalistic terms.
12. Explain the investigative Journalism. Give examples and explain how are investigative journalism done?
13. Write a history of The Press of India.
14. What are news agencies in India?

15. What are the qualities needed to enter Journalism Profession?
 16. Explain the impact of new technology on print media.
 17. Traditional media vs Emerging media - discuss.
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DIP-C-2033

DIJ-02

**DIPLOMA EXAMINATION –
DECEMBER, 2023.**

Journalism

SURVEY OF INDIAN PRESS

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of Five
questions in 100 words**

All questions carry equal marks

1. Write about short note king Ashoka works for communication.
2. What was the role of bal gangadar tilak in Indian Journalism?
3. Give some famous news papers names in Tamil nadu.
4. Write a short note about Statesman.
5. Write a short note about Daily thanthi.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks

6. Write the early attempt to start a newspaper in India.
7. Explain the battle for press liberty.
8. Describe the role of The Hindu before independence.
9. Write about Malayala manorama.
10. List out the differences between newspaper and periodical Journalism.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words

All questions carry equal marks

11. Write the James silk Buckingham works for Indian journalism.
12. Write in Detail:
 - (a) The battle for press liberty
 - (b) Memorable newspapers

13. Explain the present status of the Indian Press.
 14. Write the top three Tamil newspapers history and present status.
 15. Write the history of Times of India daily and present status of this news daily.
 16. Write in detail problems of language newspapers and future of the language newspapers.
 17. Explain the types of Magazines.
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DIP-C-2035

DIJ-04

**DIPLOMA EXAMINATION –
DECEMBER, 2023.**

Journalism

EDITING AND SPECIALISED WRITINGS

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

**Answer any THREE questions out of Five
questions in 100 words**

All questions carry equal marks

1. Write a short note about the Electronic Editing.
2. Write the headline tips.
3. Describe the investigative editorial.
4. What are the qualifications for the freelancers?
5. Write a short note about gossip column.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks

6. Write the advantages of the electronic editing.
7. Explain the concept of the translation.
8. Write the anatomy of feature writing.
9. What are the qualifications and responsibilities of a critic?
10. Write the meaning of column.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words

All questions carry equal marks

11. List the tools of copy editor.
12. Examine the importance of the page make-up in a newspaper.
13. Identify the limitations of journalistic writing.

14. How is magazine editing different from other newspaper editing?
 15. Discuss the significance of freelancing in contemporary Journalism.
 16. Explain the importance of the columnists.
 17. How can we improve a news photograph? explain.
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DIP-C-2036

DIJ-05

**DIPLOMA EXAMINATION –
DECEMBER, 2023.**

Journalism

ADVERTISING AND PUBLIC RELATIONS

Time : Three hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

**Answer any THREE questions out of Five
questions in 100 words**

All questions carry equal marks

1. Define industrial Advertising.
2. Write a note of advertising creative department.
3. What are the major types of public relations?
4. Write the short note about utility of advertising.
5. Write the note about PRSI.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks

6. Write the significant of advertising.
7. Explain the advertising Agency system.
8. Write advertising in the age of globalization
9. Write about consumer relations
10. Write the types of publicity.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words

All questions carry equal marks

11. Identify the types of advertising, which are prevalent in your city.
12. Identify the leading advertising agencies, which are functioning in our state and list out their types.
13. Discuss the growth of advertising in India during British rule.

14. Explain the industrial relations.
 15. Write in detail ethics of advertising.
 16. Examine the publicity campaign launched by the government on pulse polio programmer.
 17. Describe the concept of public opinion.
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DIP-C-2037

DIJ-06

**DIPALOMA EXAMINATION –
DECEMBER, 2023.**

Journalism

**NEWSPAPER MANAGEMENT AND
CURRENT AFFAIRS**

Time : Three hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer any **THREE** questions out of Five
questions in 100 words

All questions carry equal marks

1. Write the copy desks and news desks?
2. Write a short note-Offset lithography?
3. Write the classification of newspaper?
4. What is the employee ownership?
5. Write a short note about ASEAN.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks

6. Write electronic in newspaper production
7. Explain the Nature of small papers.
8. Write the mac bride report?
9. Write the indo-pak border dispute?
10. Why was the WTO formed?

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words

All questions carry equal marks

11. Explain the structure and functions of the mechanical department?
12. List out the problems of small newspaper?
13. Describe new international economic order.
14. Describe the structure of UNO

15. Discuss the present status of indo-china border dispute.
 16. Why are mass movements taking place?
 17. What is the impact of globalization on mass media?
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