DIP-C-2032 DIJ-01

DIPLOMA EXAMINATION – DECEMBER, 2023.

Journalism

PRINCIPLES OF JOURNALISM AND MASS COMMUNICATION

Time : 3 hours

Maximum marks : 70

PART A — $(3 \times 3 = 9 \text{ marks})$

Answer any THREE questions out of Five questions in 100 words

- 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.

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 — $(4 \times 10 = 40 \text{ marks})$

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?

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- 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.

DIP-C-2033 DIJ-02

DIPLOMA EXAMINATION – DECEMBER, 2023.

Journalism

SURVEY OF INDIAN PRESS

Time : 3 hours

Maximum marks : 70

PART A — $(3 \times 3 = 9 \text{ marks})$

Answer any THREE questions out of Five questions in 100 words

- 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.

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 — $(4 \times 10 = 40 \text{ marks})$

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
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- 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.

DIP-C-2035 DIJ-04

DIPLOMA EXAMINATION – DECEMBER, 2023.

Journalism

EDITING AND SPECIALISED WRITINGS

Time : 3 hours

Maximum marks : 70

PART A — $(3 \times 3 = 9 \text{ marks})$

Answer any THREE questions out of Five questions in 100 words

- 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.

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 — $(4 \times 10 = 40 \text{ marks})$

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.

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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.

DIP-C-2036 DIJ-05

DIPLOMA EXAMINATION – DECEMBER, 2023.

Journalism

ADVERTISING AND PUBLIC RELATIONS

Time : Three hours

Maximum marks : 70

PART A — $(3 \times 3 = 9 \text{ marks})$

Answer any THREE questions out of Five questions in 100 words

- 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.

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 — $(4 \times 10 = 40 \text{ marks})$

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.

DIP-C-2037 DIJ-06

DIPALOMA EXAMINATION – DECEMBER, 2023.

Journalism

NEWSPAPER MANAGEMENT AND CURRENT AFFAIRS

Time : Three hours

Maximum marks : 70

PART A — $(3 \times 3 = 9 \text{ marks})$

Answer any THREE questions out of Five questions in 100 words

- 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.

Answer any THREE questions out of Five questions in 200 words

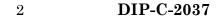
All questions carry equal marks

- 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 — $(4 \times 10 = 40 \text{ marks})$

Answer any FOUR questions out of Seven questions in 500 words

- 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?