

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E02805

Course Code : 24USVC11/25USVC11

UG Degree - End Semester Examinations, April 2026

First Semester

B.Sc., VISUAL COMMUNICATION

Journalism Skills

(For those who joined in July 2024 and June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. Which of the following is often referred to as the "Fourth Estate"?  
K:1
- (a) Judiciary (b) Media  
(c) Executive (d) Legislature
- CO:1 2. Which type of journalism is known for sensationalism and  
K:1  
exaggeration?
- (a) Investigative Journalism (b) Yellow Journalism  
(c) Tabloid Journalism (d) Penny Press
- CO:2 3. Publishing false information deliberately to mislead people is  
K:2  
called:
- (a) Hoax (b) Tabloid  
(c) Feature (d) Spot News
- CO:2 4. Which principle emphasizes reporting only after cross-checking  
K:2  
facts?
- (a) Objectivity (b) Verification  
(c) Balance (d) Fairness
- CO:3 5. The structure of news stories is often organized in:  
K:1
- (a) Narrative Style (b) Chronological Order  
(c) Inverted Pyramid (d) Editorial Style

- CO:3 6. Meeting strict submission time for publishing is related to:  
K:1 (a) Deadlines (b) Brevity  
(c) Attribution (d) Transition
- CO:4 7. A "beat" in journalism refers to:  
K:1 (a) The speed of reporting (b) The area or topic regularly covered by a journalist  
(c) The style of writing (d) The timing of news delivery news
- CO:4 8. Which platform requires concise, interactive and multimedia-based writing?  
K:1 (a) Radio (b) Television  
(c) New media platforms (d) Magazines
- CO:5 9. A line at the beginning of a story that names the writer is called:  
K:2 (a) Dateline (b) By-line  
(c) Credit line (d) Transition
- CO:5 10. A line under a picture in a news story giving source credit is known as:  
K:2 (a) Caption (b) By-line  
(c) Credit line (d) Dateline

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

- CO:1 11. (a) What does Article 19 of the Indian Constitution state about  
K:2 freedom of speech and expression?

**(OR)**

(b) Briefly explain the role of Media as the Fourth Estate.

- CO:2 12. (a) What do you understand by balance and fairness in media  
K:3 reporting?

**(OR)**

(b) What are hoaxes in media? Give suitable examples.

- CO:3 13. (a) Explain the structure of news based on the Inverted  
K:2 Pyramid model.

**(OR)**

(b) Write short notes on the Five Ws and One H in news writing.

CO:4 14. (a) How do alternative leads help capture reader attention?  
K:4 Explain with examples.

**(OR)**

(b) Briefly explain the characteristics of digital news writing.

CO:5 15. (a) Differentiate between credit line, by-line and dateline.  
K:4

**(OR)**

(b) What are the important factors in selecting content for news?

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 500 words.**

CO:1 16. (a) Examine the different forms of journalism such as news,  
K:4 features and opinions with suitable examples.

**(OR)**

(b) Explain in detail how media functions as a watchdog of democracy.

CO:2 17. (a) Discuss the importance of verification and positioning in  
K:6 maintaining media credibility.

**(OR)**

(b) Discuss the social responsibility of media in preventing the spread of hoaxes.

CO:3 18. (a) Discuss the importance of deadlines and brevity in  
K:6 journalistic writing.

**(OR)**

(b) Write an essay on the role of modern technology in news gathering and reporting.

CO:4 19. (a) Discuss the importance of covering different beats such as  
K:6 politics, crime, sports, etc.

**(OR)**

(b) Explain in detail the meaning of "beat" in journalism and its significance.

CO:5 20. (a) Explain the importance of transitions in ensuring the flow of  
K:6 a news story.

**(OR)**

- (b) Discuss the importance of quoting in context while reporting news.