K26FY1242 Pages: 1 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg) Examination April 2026

KU2DSCJMC110 - BASICS OF JOURNALISM

2025 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. How do newspapers use social media to engage with their audience?
2. How do newspapers use photographs to enhance their content?
3. What are the three types of newspapers?
4. How does credibility affect news consumption?
5. What is fact-checking?
6. Define copy.
7. Why accuracy is considered as a fundamental principle in news editing?
8. Define a sub-headline.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Compare and contrast traditional journalism with citizen journalism.
10. Examine the credibility issues related to online news platforms.
11. Assess the role of accountability in journalistic reporting.
12. Analyze the impact of social media on news editing practices and how editors should adapt.
13. Develop a strategy for writing effective leads in digital journalism.
14. Write about the importance of different types of leads with suitable examples.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Explain the different types of news, including hard news, soft news, features, and investigative reports, with suitable examples.
16. Examine how editorial decisions and news values influence which stories make it to the headlines and which are ignored.
17. Compare and contrast academic, artistic, and niche magazines.

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