K26FY1579 Pages: 1 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg) Examination April 2026

KU2DSCJMC114 - NEWS WRITING FOR PRINT MEDIA

2025 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. How does the hourglass structure differ from the inverted pyramid?
2. Define inverted pyramid structure.
3. What is clarity and accuracy in editing.
4. What are the essential elements required to prove a libel case?
5. What is stringer journalism?
6. What are key characteristics of a feature story?
7. What are the different types of feature stories found in print media? explain
8. Who typically writes editorial and what is their role in print media?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Describe the effectiveness of dope in print media journalism.
10. Analyze the various aspects of curtain raiser
11. How should one apply journalistic ethics in an off the record scenario?
12. What is the significance of using strong attention-grabbing words in headline?
13. Compare and contrast the purpose and structure of opinion piece, editorial and feature story?
14. Assess the Ethical Implications of Prioritizing Soft News Over Hard News in News Media Outlets?

Section C

Answer any 2 questions. Each carry 14 marks.

15. Explain news desk operation and editorial hierarchy?
16. Explain the collaborative work pattern of news desk and bureau in print media
17. Examine how a journalist's selection of a news angle can influence the readers perception of the story

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