K26FY1265 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Sup/Imp) Examination
April 2026
KU2DSCJMC107 - BASICS OF JOURNALISM

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Describe how the principle of balance and fairness affects news editing.
2. How does a sub editor contribute to enhancing the quality of news coverage?
3. How do secondary sources differ from primary sources in news reporting?
4. What are the primary responsibilities of a journalist?
5. Why is it important for journalists to protect confidential sources?
6. Define ”media ethics”
7. How do tabloids and broadsheets differ?
8. Define press freedom.

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Section B

Answer any 4 questions. Each carry 6 marks.

9. What are news values, and how do they influence the selection and presentation of news stories?
10. Define news and explain its essential characteristics that make a story newsworthy.
11. Discuss role of fact-checking in responsible journalism. How can it prevent the spread of misinformation?
12. Examine the credibility issues related to online news platforms.
13. How do journalists balance personal beliefs with professional responsibilities?
14. What are the ethical concerns surrounding photojournalism?

Section C

Answer any 2 questions. Each carry 14 marks.

15. Analyze the evolution of Indian newspapers from the colonial era to the present day.

16. Analyze the impact of digital media on the print media industry.

17. Evaluate the effectiveness of a well-crafted headline in enhancing news readability.

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