K26FY1621 Pages: 1 Reg No:.....
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Second Semester FYUGP Degree (Sup/Imp) Examination
April 2026
KU2DSCJMC111 - NEWS WRITING FOR PRINT MEDIA

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. What type of news stories often uses the inverted pyramid structure?
2. Define Lead.
3. What does the phrase 'nose for news' implicate?
4. What are the two main types of defamation?
5. Define Libel.
6. What is 'News Release'?
7. How does a whistle blower act as a protector of law?
8. What is RSS feed readers?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain News agency as a news source.
10. Write the major qualities of an editor.
11. Discuss the importance of Article 19(1).
12. How are Press Conferences organized?
13. How should you prepare for an interview with a reluctant subject.
14. How do you craft questions in interview that elicit detailed responses.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Examine the Concept of News Value and Its Influence on the Selection and Presentation of News Stories.
16. Define editorial and opinion pieces. Define their purpose in news media?
17. Compare between Hourglass structure, inverted pyramid and narrative structure

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