MAY 2024 **P/ID 36803/PJO1C**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Assignment Elita
2. Weasel wording
3. News Releases
4. Podcast News
5. Copy Preparation
6. Leads
7. Clickbait
8. SEO
9. Content Management System
10. Special Assignment Writing
11. Op-Eds
12. News Backgrounders

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are the key tasks that sub-editors perform in the editing process?

14. What is the role of rewriting in journalism, particularly when dealing with news agency copies, news releases, reports and white papers?

15. What are the core principles of editing in journalism?

16. Explain style look and their importance in writing news content?

17. What factors influence the design and layout of news content for print, e-papers, and websites?

18. How does knowledge and content management contribute to efficient news processing and delivery workflow?

19. How do storytelling techniques enhance the quality of news reporting and feature writing?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Explore the various writing styles and formats commonly used in news reporting and their suitability for different contexts.

21. Compare and contrast the writing styles and techniques used in online and traditional print news.

22. Describe the essential role of headlines in news articles and the various types of headlines commonly used.

23. Explore the use of collaborative tools in newsrooms and discuss how they enhance teamwork and efficiency.

24. Describe the characteristics and objectives of profiles, reviews and travel writing in journalism.

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