MAY 2025 **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. Proof Reading
2. News Framing
3. Podcast Journalism
4. Search Engine Writing
5. News Release
6. Linguistic Precision
7. House Style Guide
8. Collaborative Journalism
9. Virtual Newsroom
10. Embargo
11. Participatory Media
12. Long-form Journalism

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. How do editorial policies influence news writing?

14. What are the important elements of news writing style?

15. What are the best practices for writing news releases?

16. How does the inverted pyramid structure organize news stories?

17. How do collaborative tools enhance teamwork in newsrooms?

18. What are the key techniques for writing effective news stories?

19. What are the challenges and opportunities of writing for interactive media?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Compare traditional and digital approaches to news writing, focusing on style, format, and linguistic precision.

21. Analyze the impact of AI on the future of journalism.

22. Explore the techniques of effective headline writing and avoiding sensationalism.

23. Explore the benefits and challenges associated with implementing a mobile-first approach in newsrooms.

24. Explore the techniques and significance of profile and feature writing in modern journalism.

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