

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2018 – 19 Examination

Semester: 3
Subject Code: 15103203
Subject Name: Writing And Analyzing News Items

Date: 06/05/2019
Time: 10:30 am to 1:00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Sensationalizing the news is called.....
 - (a) Yellow Journalism (b) Pink Journalism
 - (c) Ethical Journalism (d) None of the above
2. Who is the highest authority among the following?
 - (a) Reporter (b) Sub editor
 - (c) Editor (d) Page designer
3. What are the elements of a news report?
 - (a) Headline (b) Byline
 - (c) Dateline (d) All of the above
4. Credit given to reporter is known as _____.
 - (a) Byline (b) softline
 - (c) Hardline (d) Debitline
5. Is accepting a gift for writing a news report ethical?
 - (a) Yes (b) No
 - (c) Maybe (d) Sometimes
6. story examines people, things or organizations that are having an impact on society
 - (a) In-depth (c) Backgrounders
 - (b) Trend (d) Human interest
7. A news report should be
 - (a) Factual (c) New
 - (b) Informative (d) All of the above
8. What is done as soon as the first draft of an article is ready?
 - (a) Proof reading (b) Editing
 - (c) Typography (d) Verification
9. Which is the correct spelling?
 - (a) Annoience (b) Annoiance
 - (c) Anoyence (d) Annoyance
10. The bread and butter of a newspaper lies in a steady number of
 - (a) Viewers (b) Subscribers
 - (c) Readers (d) Sellers
11. Magazines as a general rule are more than newspapers
 - (a) Descriptive (b) Light read
 - (c) Advertiser-driven (d) Entertaining
12. is important part of background study
 - (a) Reading (c) Interview
 - (b) Research (d) Conflict
13. One should not use in features
 - (a) Complex words (c) Description
 - (b) Technical words (d) Both a & b
14. are not meant to deliver the news firsthand

- (a) Magazines (c) Columns
(b) Features (d) None of the above

15. One of the important aspects of writing a column is

- (a) Engaging headlines (c) Choosing correct topics
(b) Language (d) Regularity

16. A particular format or style followed by a publication is called its

- (a) Styling (b) Format
(c) Style guide (d) Page set-up

B. Answer in short. (Each of 01 mark)

(07)

1. What is the importance of a headline?
2. Mention any two types of headline
3. Define News
4. Who can write a column and what are they called?
5. What are the two styles of writing news?
6. What is the importance of observation and listening skills?
7. What is an editorial?

Q.2 Answer the following.

A. What are the roots of good writing?

(04)

B. What are the characteristics of news?

(04)

C. Write a news report on the recently held convocation ceremony at your university.

(04)

OR

C. Write a news report regarding any political issue of your state.

(04)

Q.3 Answer the following.

A. Write an article about your native city highlighting its history.

(05)

B. Enlist the qualities and responsibilities of a reporter.

(05)

C. What does preparing good copies for newspapers and magazines mean?

(05)

OR

C. Report an accident on the highway.

(05)

Q.4 Answer the following.

A. Elaborate on the sources and elements of news.

(06)

B. Explain few fields of reporting.

(06)

C. Write a feature on part-time jobs for students.

(06)

OR

C. Write an article about the culture of your state. Include the type of food, dance, festivals, music, language followed.

(06)