SRR & CVR GOVERNMENT DEGREE COLLEGE (AUTONOMOUS)

VIJAYAWADA – 520004

Phone : 0866 – 2430060

Cell : 94922 34488 e-mail: srrandcvr@gmail.com

Question Bank

Sub: Journalism Semester: I

Paper Title: History of Journalism and Mass media Course: I – B.A.

* Long Answer Questions
	+ 1. Explain the origin and development of Johannes Guetenburg Press.
		2. Describe the role of Printing in evolution of modern newspapers in India.
		3. Give a detailed note on early Journalism in Bengal and madras presidencies.
		4. Analyze the technology of Printing which is invented by Gutenburg.
		5. Explain the role of newspapers in freedom struggle.
		6. Describe the growth of press in Indian independence movement.
		7. Explain the role and responsibility of press in modern India.
		8. Describe the contribution of Anglo – Indian Press to the field of Journalism in India.
		9. Explain the contribution of Gandhi in Indian Journalism.
		10. Describe the contribution of Kasinadhuni Nageswararao to telugu Journalism.
		11. Sri Kandukuri Veeresalingam Pantulu was a great social reformer – discuss.
		12. Write about the editing techniques introduced by Narla Venkateswara Rao.
		13. Explain the contribution of telugu newspapers in social development.
		14. Write a brief note on the history of Amrit Bazaar Patrika.
		15. Describe the contribution of “The Times of India” in freedom movement.
		16. Write about the contemporary newspapers in telugu.
		17. Write about the history of Broadcasting in India.
		18. Explain the origin and growth of Radio in India.
		19. Distinguish the advantages and disadvantages of Radio and Television.
		20. Write a detailed note on Internet based new media.
* Short Answer Questions

1. Write about “Bengal Gazette”

* 1. Explain the Technology of Lithography
	2. Johannes Gutenburg Biography
	3. Role of press in democracy
	4. Press in Indian freedom movement
	5. Freedom of Press in India
	6. List of newspapers in freedom movement
	7. Define Journalism
	8. Article 19 (1) A
	9. Young India
	10. Nehru’s National Herald
	11. Kesari – Tilak’s newspaper
	12. Brahma samaj
	13. The Hindu
	14. Vasundara page in Eenadu
	15. Kreeda Jyothi
	16. Family page in Saakshi daily
	17. The Fourth Estate
	18. Define Broadcasting
	19. Vacuum tubes
	20. Social networking
	21. Yellow Journalism

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Question Bank

Sub: Journalism Semester: II

Paper Title: Principles of communication Course: I st B.A.

* Short Answer Questions
1. Define Communication
2. Elements of communication
3. S – M – C- R
4. Dyadic communication
5. Non – verbal communication
6. 7 C’s of communication
7. Goals of Mass communication
8. Barriers to communication
9. Characteristics of Radio
10. Aristotle’s model of communication
11. Noise
12. Level – C Noise
13. Bullet theory
14. Normative theories
15. Oral communication
16. Written communication
17. Characteristics of verbal communication
18. Feedback
19. Fourth estate
20. Freedom of Speech and expression
* Long Answer Questions
1. Describe the elements and process of communication
2. Define communication and explain various types of communication
3. Distinguish between verbal and non – verbal communication
4. Explain the functions of communication in detailed.
5. Describe the role of Mass communication in socialization
6. Explain the characteristics of Radio and Television media
7. Define barriers and explain physical and language barriers
8. Critically examine the cultural, emotional and perceptual barriers to communication.
9. Explain the Herold D. Lasswel formula of communication
10. Discuss the Shannon and weavor mathematical theory of communication
11. Explain the basic models of communication in detailed.
12. Discuss the merits and demerits of Shannon and weaver mathematical theory
13. Give a detail note on Bullet theory
14. Critically examine the normative theories.
15. Explain the democratic participant media theory.
16. Write about the personal influence theory.
17. Explain the principles and characteristics of verbal communication.
18. Explain the principle and characteristics of non – verbal communication
19. Distinguish the oral and written communication.

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Question Bank

Sub: Journalism Semester: III

Paper Title: Journalism Writing Skills Course: IInd B.A.

* Long Answer Questions
1. Describe the News Writing Styles in detailed.
2. List the Components of News Story with suitable examples.
3. Describe the Inverted Pyramid Style of News writing.
4. Write the Leads with the 5 W’s & H principle.
5. Explain the importance and functions of Leads.
6. Give the rules followed by the sub editor while making the Headlines.
7. Define Headline and explain its importance and functions .
8. Explain the types of leads with suitable examples.
9. Explain the Headline styles with suitable examples.
10. Write about the usage of Proof reading and Punctuation marks.
11. Explain the elements of News story in detailed.
12. Give the rules to be followed by the Sub editor while writing Words and Sentences.
13. Write about the elements of Good writing.
14. Define Features and explain the writing of special features.
15. Explain the Editing of Photographs.
16. Write about the Human interest features with suitable examples.
17. Explain how to write columns for Radio.
18. Introduce the Adobe Page maker and explain the working with Tool box.
19. Explain the word D.T.P and introduce the adobe Photoshop.
20. List the shortcut keys in Photoshop and Page maker.
21. Explain the working with tool box in Page maker.
22. Explain the working with tool box in Photoshop.
* Short Answer Questions
1. Define Journalism
2. Components of News story
3. Define Headline
4. Importance of Dateline
5. Give the strap line example
6. 5 W’s and 1H – explain
7. Reverse kicker
8. Importance of Banner in Daily Newspapers
9. Punctuation Marks
10. Body of the News story
11. Quotation Lead
12. Fourth Estate
13. D.T.P.
14. Captions for Photographs
15. Define Features
16. Filters in Photoshop
17. Elements of Good writing
18. Short Cut Keys
19. Cropping of Photographs
20. Types of Sentences

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Question Bank

Sub: Journalism Semester: IV

Paper Title: Reporting and Editing Course: IInd B.A.

* Short Answer Questions
1. Define reporting
2. Difficulties in reporting
3. Special correspondent
4. Mofissil reporter
5. Journalist beat
6. News follow-ups
7. Fourth estate
8. Define editing
9. Principles of Editing
10. Principles of Editing
11. Sub-editor
12. Responsibilities of Editor
13. Source of News
14. Captions for Photographs
15. Tabloids
16. Special Supplements
17. Desk Top Publishing
18. Page makeup
19. Off-set printing
20. New technology in Printing
21. Yellow Journalism
* Long Answer Questions
1. Give a detailed note on Hierarchy in reporting.
2. Define Reporting, and discuss the difficulties in reporting
3. Explain the duties of News Bureau chief
4. Explain the qualifications and responsibilities of reporter
5. Define News and explain various types of news
6. Give a detailed note on sources of news.
7. Explain the news gathering techniques and methods.
8. Write about Agriculture news with suitable examples
9. Describe the duties and responsibilities of Editor-in-chief.
10. Define editing and explain the principles of editing.
11. Describe the duties and responsibilities of sub-editor.
12. What are the functions of different desks in editorial department.
13. Write about proof reading and punctuation marks.
14. Explain the planning of pages in editorial Department.
15. Give a detailed note on editing process.
16. Define captions and explain its importance with suitable examples.
17. Describe the layout and design in DTP.
18. Explain the use of computers in reporting and editing.
19. Desk top Publishing is widely used for page makeup – explain.
20. Discuss the new technology in printing in detailed.

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