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# PRESIDENCY UNIVERSITY

# BENGALURU

**SCHOOL OF MEDIA STUDIES**

**SUMMER TERM**

**SUMMER TERM END TERM EXAMINATION – AUGUST 2024**

**Semester: Semester II - 2024 Date: 06-08-2024**

**Course Code: ENG2008 Time: 9:30 AM -12:30 PM**

**Course Name: ENGLISH FOR JOURNALISM Maximum Marks: 100**

**Program: BA Journalism and Mass Communication Weightage: 50%**

*Instructions: (i) Read all questions carefully and answer accordingly.*

*(ii) Question paper consists of 3 parts.*

*(iii) Scientific and non-programmable calculator are permitted.*

*(iv) Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 4 QUESTIONS 4Q X 5M=20M**

1. List and explain the four essential qualities of News. (CO1: Knowledge)
2. Explain any three linguistic devices used to write Headlines with examples. (CO1: Knowledge)
3. What is Newspaper Article? What is the purpose of Newspaper Article? (CO1: Knowledge)
4. List and explain the four elements of a Report. (CO2: Knowledge)
5. Distinguish between Yes letters and No letters. (CO3: Knowledge)

**PART B**

**ANSWER ANY 5 QUESTIONS 5Q X 10M=50M**

6. Explain any four Positive and four Negative impacts of Media Bias. (CO3: Comprehension)

7. List and explain the parts of a News Paper Article. (CO3: Comprehension)

8. Write differences between a Memo and a letter. Write a Memo to your colleagues informing them about Send Off party to a colleague. (CO3: Comprehension)

9. Write a letter of action to the Editor of a News Paper explaining the conditions of the roads in your locality. (CO4: Comprehension)

10. Write the differences between News Article and Feature Articles. (CO5: Comprehension)

11. Write and three goals of persuasive speech and the psychology of persuasive speech.

(CO4: Comprehension)

**PART C**

**ANSWER ALL QUESTIONS 2Q X 15M=30M**

12. Write an essay on ‘Role of Ethics in Journalism’.

**or**

Write an essay on ‘Media propaganda and how it influences hatred in society’

13. Write a persuasive speech on ‘Euthanasia to be made legal’

**or**

Write a persuasive speech on ‘Ban animal testing in the labs’