Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 16 – 12- 2025 **Time:** 09:30am – 12:30pm

School: SOMS	**Program:** BA Journalism	
Course Code: ENG1905	**Course Name:** English for Journalistic Communication	
Semester: III	**Max Marks**:100	**Weightage**: 50%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**24**	**24**	**26**	**26**	

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks. **10Q x 2M=20M**

1.	Outline the principal processes and workflows in which artificial intelligence can augment journalistic functions and newsroom productivity.	**2 Marks**	**L1**	**CO4**
2.	Examine the relevance of argumentation theory in journalistic inquiry and evaluate its role in strengthening analytical depth and persuasive integrity in news writing.	**2 Marks**	**L1**	**CO3**
3.	What evaluative questions should a journalist pose in order to critically appraise the reliability and credibility of a given information source?	**2 Marks**	**L1**	**CO1**
4.	Discuss two strategic approaches that contribute to enhancing the efficacy and audience engagement of online journalism.	**2 Marks**	**L1**	**CO2**
5.	Identify and elaborate on three fundamental dimensions that underpin effective oral news presentation in broadcast journalism.	**2 Marks**	**L1**	**CO4**
6.	What criteria determine the acceptability and validity of evidence within the conventions of journalistic reporting and analysis?	**2 Marks**	**L1**	**CO4**

7.	In journalistic practice, what constitutes a feature story, and how does it differ in structure and purpose from a conventional news report?	**2 Marks**	**L1**	**CO3**
8.	How may a logical fallacy be conceptually defined within the framework of critical reasoning, and what are two representative examples that illustrate its occurrence in discourse?	**2 Marks**	**L1**	**CO2**
9.	How can the concept of AI slop be understood in relation to the proliferation of low-quality or algorithmically generated media content?	**2 Marks**	**L1**	**CO3**
10.	Identify and critically discuss two ethical considerations associated with the integration of artificial intelligence technologies into contemporary journalistic practice.	**2 Marks**	**L1**	**CO3**

Part B

Answer the Questions. **Total Marks 80M**

11.	**a.**	Discuss the transformations in news production and presentation in the 21st century, analysing these changes in relation to Mencher's framework for understanding news and its defining characteristics.	**10 Marks**	**L2**	**CO3**
		Or			
12.	**a.**	Discuss how situating news events within broader social, political, or historical contexts contributes to producing more insightful and credible news analysis.	**10 Marks**	**L2**	**CO3**

13.	**a.**	Read each statement carefully. Identify the logical fallacy being used. Choose the correct answer from the options given. Briefly explain your answer. 1. *"If we allow one student to submit their assignment late, soon everyone will stop submitting on time!"* A. False Cause B. Slippery Slope C. Straw Man D. Ad Hominem 2. *"My opponent's argument about education reform can't be trusted—he didn't even finish college!"* A. Red Herring B. Ad Hominem C. Appeal to Authority D. False Dilemma 3. *"Everyone on social media says this new policy is unfair, so it must be wrong."* A. Bandwagon	**10 Marks**	**L2**	**CO1**

		B. Circular Reasoning C. False Analogy D. Post Hoc 4. *"Either you support stricter internet regulations or you don't care about online safety."* A. False Dilemma B. Red Herring C. Appeal to Emotion D. Hasty Generalization 5. *"After the mayor introduced new traffic lights, the number of accidents went up. Clearly, the new lights caused more crashes."* A. Post Hoc (False Cause) B. Circular Reasoning C. Appeal to Ignorance D. Slippery Slope			
		Or			
14.	**a.**	In what ways can journalists prevent stylistic monotony in their writing, and how can the strategic use of different sentence types support this objective? Illustrate your answer with examples of three such sentence structures.	**10 Marks**	**L2**	**CO1**

15.	**a.**	Discuss how the idea that "critical readers are active participants, not passive consumers" influences our understanding of the reader's role in interpreting and evaluating journalistic texts.	**10 Marks**	**L2**	**CO1**
		Or			
16.	**a.**	Discuss how a journalist's ability to recognize bias in sources can influence the quality, balance, and integrity of the articles they produce.	**10 Marks**	**L2**	**CO1**

17.	**a.**	What are the reasons for avoiding passive voice in journalistic writing, and how might its use affect clarity, immediacy, and reader engagement?	**10 Marks**	**L2**	**CO2**
		Or			
18.	**a.**	What is the significance of specificity in headline writing, and how does it contribute to accuracy, audience engagement, and informational clarity in journalism?	**10 Marks**	**L2**	**CO2**

19.	**a.**	Explore the obstacles faced by modern journalists due to the impact of AI on both digital information and on the process of writing journalistic pieces.	**10 Marks**	**L2**	**CO4**

		Or			
20.	**a.**	What potential limitations and challenges arise from the use of contemporary AI-based transcription and translation technologies in journalistic and media contexts?	**10 Marks**	**L2**	**CO4**

21.	**a.**	**Read the following paragraph and write an article with a neutral tone which avoids fallacies and propaganda (150-200 words)** FACTS: In a close vote at a City Council meeting in your community last night, the members voted 4 to 3 to ban the sale and possession of handguns, except by law enforcement officers and by those persons holding a permit issued by the chief of police. The law goes into effect on Jan. 1 of next year, and those persons now possessing handguns will, according to the law, have to dispose of them by that time. First-time violators of the law will face a fine of $50 to $500. A second offense carries maximum penalties of up to six months in jail or a fine of up to $500, or both. ONE SIDE: Councilman Luis Ramirez, who spoke and voted in favor of the law, said during last night's meeting: "Theres no question, the law is valid and doesn't infringe on an individual's constitutional rights. We recognize the deep-seated convictions of a number of persons that they should be permitted to possess handguns for the purpose of protecting themselves and their families and property. But in this case the public interest outweighs the claim of personal interests. We're adopting this law for the overall good of the entire city, to help protect all its citizens from the careless and lawless use of handguns. I'm sure that hundreds of other cities are going to follow our example and consider similar measures. If they do, a lot of lives could be saved. Theres no sense to the current slaughter. People can't use handguns to hunt with. Their only purpose is to shoot people. They're used mostly by criminals and, in this city alone, we have 8 or 10 people killed by guns every year and many more seriously injured. There also are hundreds and hundreds of robberies committed with handguns. This law will help put a stop to that. If people want to hunt, they can still buy a rifle or shotgun, and they can use a rifle or shotgun to protect themselves in their homes if they want. But its harder for a criminal to conceal a weapon that large when he goes into a grocery store or restaurant with the intention of robbing it." THE OTHER SIDE: Margaret Ungarient, an attorney representing the citizens opposed to the ban, said at the meeting: "We plan to appeal. The law infringes on citizens constitutional right to keep and bear arms. Its also a matter of	**10 Marks**	**L3**	**CO3**

		self-defense. Criminals do use some handguns in committing crimes. But that doesn't mean the solution is to take away everyones gun. Law-abiding citizens would comply with this law, but criminals never would. So the criminals would be the only ones with guns, and everyone else would be at their mercy. The council has, in effect, ruled in favor of a minority element that has for a long time been trying to deny the rights of other individuals. We won't rest until this gets reversed in a court of law. If we have to, we'll take this all the way to the Supreme Court."			
		Or			
22.	**a.**	One of your best friends says she saw the new basketball coach smoking marijuana at a rock concert. You tell the newspaper adviser that someone told you about seeing him and that you plan to report it in your concert review. The coach tells you he wasn't even at the concert. Do you report the allegation? Defend your decision with clear ethical arguments.	**10 Marks**	**L3**	**CO3**

23.	**a.**	The following is an AI-generated article. Read it thoroughly and answer the questions that follow. *City Launches New Waste Management Program to Tackle Pollution* The city government has introduced a new waste management program this week in an effort to reduce pollution and promote recycling. The initiative focuses on separating biodegradable and non-biodegradable waste at the source, with special collection bins placed across neighbourhoods. Officials said the program is designed to make waste disposal more efficient and environmentally friendly. Early reports suggest that residents are gradually adapting to the new system. Some households have welcomed the move, saying it encourages cleaner surroundings and better awareness about waste handling. However, others complained about irregular garbage collection and a lack of clear instructions from municipal workers. Local environmental groups have praised the government's decision but urged consistent monitoring to ensure the plan's success. They highlighted that public participation is crucial, as recycling efforts depend on cooperation from citizens. Municipal authorities stated that they will evaluate the program's progress over the next few months and make improvements as needed. Officials also hinted at introducing	**10 Marks**	**L3**	**CO** 4

		digital tracking systems in the future to streamline garbage collection and reduce landfill waste. a. Identify any vague, unverified, or unsupported claims in the article. How can you fact-check them using credible sources? b. How can the article be re-written for better structure and flow? c. Rewrite the third paragraph by adding greater detail and make it more professional.			
		Or			
24.	**a.**	Write an article of 150-200 words detailing how the use of AI by school students will end up creating bad journalists in the future.	**10 Marks**	**L3**	**CO 4**

25.	**a.**	**Read the following news reports and create the headlines using present tense.** a) The US space agency has successfully put a new probe in orbit around Jupiter. b) Government workers in Zimbabwe have gone on strike over unpaid salaries because of a chronic cash shortage. c) Austria's highest court has annulled the result of the presidential election narrowly lost by the candidate of the far-right Freedom Party. d) Almost half of pupils in England have failed to meet a new tough standard in reading, writing and mathematics. e) The Bank of England has warned there is evidence that risks it identified related to Brexit are emerging. f) A war criminal has escaped from a courtroom. g) Real Madrid won against Manchester United yesterday. h) The FBI has announced it will not recommend criminal charges against Hillary Clinton over her use of private email while she was secretary of state. i) Doctors in India have replaced a 12-year-old boy's damaged nose with a new one which was grown on his forehead. j) Tanzania has banned the smoking of shishas or water pipes over concerns of links with drug or alcohol abuse.	**10 Marks**	**L3**	**CO 2**
		Or			

26.	**a.**	**Carefully read the following excerpt from a news article. Fill in the simple present or present progressive form of the verb in brackets.** *Local-born teen carries torch in global relay* *By Jon Moffett, Monday, July 7, 2008* Some teenagers ____ (be) too busy thinking about themselves to worry about world issues. But David Morrison is not your average teenager. Instead of spending his summer vacation on the baseball diamond or at the pool, the 14-year-old ____ (run) . David ____ (take) part in the World Harmony Run. According to its Web site, the run is a global relay that ____ (seek) to promote international friendship and understanding. The relay____ (take) place in more than 100 countries. This is a very great thing to do. We ____ (get) to spread harmony and see beautiful parts of the country, David said. David was born in Youngstown, but moved to Florida seven years ago. His mother, Cynthia, was born in Mexico and ran with her mother in the Mexican relay as a teenager. She and her son ____ (know) firsthand what it is like to experience cultural insensitivity. When we moved to Florida, the neighbor kids would say, "You are half-Mexican, we ____ (hate) you." Now the kids do not feel that. They must have learned it from their parents or family environment. Cynthia added that she is incredibly proud of her son, who was able to understand the true meaning of the run. "It sends a message of friendship and awareness of humanity," Cynthia said. "It ____ (say) that no matter your race or color or anything, we are all people and we should get along. David showed an interest in running as early as 12," his mother said. Cynthia added that she and David ____ (train) together.	**10 Marks**	**L3**	**CO 2**