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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
MID TERM EXAMINATION - OCT 2023**

**Semester :** Semester III - 2022

**Course Code :** ENG2008

**Course Name :** Sem III - ENG2008 - English for Journalism

**Program :** BAJ

**Date :** 2-NOV-2023

**Time :** 11:30AM - 1:00PM

**Max Marks :** 50

**Weightage :** 25%

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**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.
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**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. Define Headlines.

(CO1,CO2) [Knowledge]

2. Define Media.

(CO1) [Knowledge]

3. Which of these is better? Why ?

CCB sleuths arrested five men from the city on terror charges and booked them under Unlawful Activities (Prevention) Act.

or

Five men from the city were arrested by the CCB sleuths and booked the Unlawful Activities (Prevention) Act.

(CO1) [Knowledge]

4. What do the letters 5Ws and 1H stand for.

(CO2) [Knowledge]

5. Name the two categories of Lead.

(CO2) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. a. Demonstrate any two types lead classified based on context with examples  
b. Illustrate Subject, Verb, Object approach of Lead writing with examples.

(CO1) [Comprehension]

7. a. Exemplify any two positive impacts of Media with an example.  
b. Throw light on any two types of Media Bias

(CO2) [Comprehension]

## PART C

### ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. a. Construct Leads for the following Headlines.

1. Body suspected to be of missing Indian found in river in Canada.
2. Rescuers race to find Titanic tour sub as oxygen dwindles.
3. NZ, Ireland teams abandon games amid racism allegations
4. BBMP to spread awareness on strays at Edu institutes.

- b. Develop headlines for the following leads and mention the technique you used.

1. Girinagar Police on Monday rescued 45 pairs of munia birds and arrested a Chickaballapur resident who was trying to sell them at Banashankari.
2. Four years after Chandrayaan-2 crash landed on the lunar surface, India is at the cusp of making history by landing a probe in the Moon's polar region.
3. Ruth John Koyala, has achieved a historic milestone by becoming the first in India to qualify for a postgraduate degree in medicine under the transgender category.
4. Getting inked can deprive one of a job, especially if the tattoo is on the right arm and the post applied for is the Indo-Tibetan Border Police(ITBP)

(CO2,CO1) [Application]