

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : ENG2008

Course Name : English for Journalism

Program : BA Journalism and Mass Communication

Date : 08-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

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 ALL THE QUESTIONS

4X5M=20M

1. Write a short note on Inverted Pyramid structure of News. (CO1) [Knowledge]
2. Describe Lead and Mention the two groups of Lead.
3. Explain the various factors one should consider before writing an Article. (CO2) [Knowledge]
4. Write the four elements of a Report and briefly explain them and their purpose. (CO3) [Knowledge]
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. Explain any five styles of Headlines with examples. (CO1) [Comprehension]
6. Write and elucidate all the varieties of lead under both the groups of Lead. (CO2) [Comprehension]

7. Write the differences between News Article and Feature Articles. (CO3) [Comprehension]
8. Draft a letter of action to the Editor of a News Paper explaining the conditions of the roads in your locality. (CO4) [Comprehension]
9. Enumerate and explain the three major rhetoric techniques. (CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. Write a News Article on 'Media propaganda and how it influences hatred in society' (CO3) [Application]
11. Formulate a persuasive discourse on 'Ban animal testing in the labs' (CO5) [Application]