



10.12.2012

DOON UNIVERSITY, DEHRADUN
Semester Final Examination, Third Semester, 2012
School of Communication

MA (Communication)
COMM- 602: Print Journalism

Time Allowed: 3 Hours

Maximum Marks: 50

Note: Attempt All Questions from Sections A, B, C.

SECTION: A (Short Answer Type Questions to be answered in about 150 words)

(Marks: 3x 3=9)

1. Headline is the heart of newspaper writing-How.
2. Write short notes on Art of interviewing.
3. How do computer help in communication.

SECTION: B (Short Answer Type Questions to be answered in about 250 words)

(Marks: 5x5=25)

1. Explain why communication is an interdisciplinary area of study.
2. Discuss the development of media after independence in India.
3. Explain the essential qualities of the reporter and subeditor.
4. Analyse the importance of photographs in newspapers.
5. What are the five main news of the day (today).

SECTION: C (Long Answer Type Questions to be answered in about 750 words)

(Marks: 2 x 8=16)

1. Page makeup, layout design plays a vital role in arresting the readers' interest. Explain the principles of page make up with suitable examples.
2. Discuss in detail 'Why freedom of Press is necessary' with the help of an example.