DIP-A-2024 **DIJ–01**

DIPLOMA EXAMINATION – AUGUST 2025.

Journalism

PRINCIPLES OF JOURNALISM AND MASS COMMUNICATION

Time : 3 hours Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions out of Five questions in 100 words.

All questions carry equal marks.

1. Write from which word Journalism is derived?

2. Define the term “Deck”.

3. Define the term Media.

4. List the forms of mass media.

5. Write from which word communication is derived.

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in 200 words.

All questions carry equal marks.

6. Explain the role of journalism.

7. Why Journalism is called a profession for Nations Development?

8. Explain the term Mass Audience.

9. Why communication is very important for human development?

10. List the career opportunities available in media industry.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in 500 words.

All questions carry equal marks.

11. Explain how journalist role in maintaining the democracy of our nation.

12. Explain the levels of communication.

13. Explain the types of research carried out in media.

14. Write in detail about any Indian news agency and its special features.

15. Explain the growth of print media from paper to E paper.

16. Write about any successful media house in India and its function.

17. Is media a boon or bane for society.

DIP-A-2025 **DIJ-02**

DIPLOMA EXAMINATION – AUGUST 2025.

Journalism

SURVEY OF INDIAN PRESS

Time : 3 hours Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions out of Five questions in 100 words.

All questions carry equal marks.

1. Who is called as father of Indian press?

2. Write any two Newspaper published in Tamil language before Independence.

3. Who is called as father of vernacular journalism?

4. Write any two magazines published in Kannada language.

5. Write top circulated regional newspapers.

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in 200 words.

All questions carry equal marks.

6. Write the role of Rajaram Mohan Rai in social reforming through his newspapers

7. List the restrictions placed by the British government

8. Explain "the gagging Act".

9. What are the factors which helped the growth of language papers.

10. Give few reasons for the growth of Tamil Newspaper Industry.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in 500 words each.

All questions carry equal marks.

11. How Indian press helped in Abolishing unwanted social beliefs.

12. Explain Poet Barathiyar contribution to the field of Newspapers.

13. Explain the role played by language newspapers in National development.

14. Name some important magazines and their contribution for Independence.

15. Write a list of few newspapers and explain its significance.

16. Write the history of Daily Thanthi newspaper.

17. Explain about the concept of E-Paper and write about the success story of any E paper.

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DIP-A-2026 **DIJ-03**

DIPLOMA EXAMINATION – AUGUST 2025.

Journalism

REPORTING AND PRESS LAWS

Time : 3 hours Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions out of Five questions in 100 words.

All questions carry equal marks.

1. Give an example for news.

2. What do mean by reporting.

3. Define the term News Source.

4. Why Press laws are important.

5. What are the basic rights of our citizen as per constitution?

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in 200 words.

All questions carry equal marks.

6. Explain the elements of news.

7. Compare the difference between Beat and Source.

8. Explain the role of special correspondent.

9. What are the suggestions of press commission?

10. List the code of ethics for newspapers.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in 500 words each.

All questions carry equal marks.

11. Explain the various reporting techniques.

12. Write a business report for a new product launch.

13. Explain the responsibilities of a journalist.

14. Explain the freedom of speech in detail.

15. Explain the function of press council.

16. Write the press laws which governs the newspaper.

17. Frame questions as a journalist while interviewing any celebrity of your choice.

DIP-A-2027 **DIJ-04**

DIPLOMA EXAMINATION – AUGUST 2025.

Journalism

EDITING AND SPECIALISED WRITINGS

Time : 3 hours Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions out of Five questions in 100 words.

All questions carry equal marks.

1. Define the term “Editorial”.

2. What do you mean by “SUBHEADINGS”.

3. Define the term “Page Layout”

4. Define the term “Column”.

5. What do you mean by Photo Caption.

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in 200 words.

All questions carry equal marks.

6. How editing is an important skill in news presentation?

7. Prepare a dummy page for a magazine cover page.

8. Write the importance of translation in Journalism.

9. Write the difference between Reporting and Feature writing.

10. Write the role of cartoons in journalism.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in 500 words each.

All questions carry equal marks.

11. Give answer detailing the need for photography in journalism and the qualities of a photographer.

12. Explain the main aspects of editing?

13. Describe briefly the duties and responsibilities of the chief Sub editor of a daily newspaper.

14. Discuss how graphics, photograph, cartoons contribute to the display and presentation of news.

15. Explain the important features of column writing.

16. Explain about the term Freelancing and role of freelancers.

17. Write a movie review for a Cinema Magazine

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DIP-A-2028 **DIJ-05**

DIPLOMA EXAMINATION – AUGUST 2025.

Journalism

ADVERTISING AND PUBLIC RELATIONS

Time : 3 hours Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions out of Five questions in 100 words.

All questions carry equal marks.

1. Explain the term brand.

2. Give an example for Surrogate advertising.

3. What do you mean by public service Advertisement.

4. Explain the term PRO.

5. Define the term public opinion.

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in 200 words.

All questions carry equal marks.

6. What do you understand by media planning?

7. What is advertising campaign?

8. What do you mean by Advertisement and write its main purpose.

9. Define the term Story board and its role in making advertisement.

10. Explain the nature of public relations.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in 500 words each.

All questions carry equal marks.

11. Discuss the role of copy-writer in an advertising agency?

12. What is the difference between TV Advertisement and Radio Advertisement.

13. Explain the impact of advertisement in increasing the sales of consumer products.

14. Write a public service advertisement for any social message for any medium.

15. Compare the activities of Advertising and Public Relations

16. Explain the career opportunities in Advertising.

17. Write the ethics to be followed in making advertising.

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DIP-A-2029 **DIJ-06**

DIPLOMA EXAMINATION – AUGUST 2025.

Journalism

NEWSPAPER MANAGEMENT AND CURRENT AFFAIRS

Time : 3 hours Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions out of Five questions in 100 words.

All questions carry equal marks.

1. Write the name of any three Tamil newspaper.

2. What is the life of a Newspaper?

3. Which department is responsible to collect news?

4. What do you mean by Demonetization?

5. Write the Full form of MP.

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in 200 words.

All questions carry equal marks.

6. Write about the function of advertisement department of a Newspaper.

7. Explain about the role of subscription department of a Newspaper.

8. Who is our President of India

9. Why do we celebrate Republic Day.

10. Who wrote our National Anthem song?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in 500 words each.

All questions carry equal marks.

11. Draw the flowchart of different departments of a Newspaper Organization

12. How do newspapers earn revenue?

13. What is the various job positioning in a Newspaper

14. According to you, which type of ownership is suitable for small newspapers. Why?

15. Write the difference between Government and private Institution.

16. Explain about Kargil war.

17. What are the chief features of local self-Governments in India?
