THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University) accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

ENG/ENS 3558 JOURNALISM AND MASS COMMUNICATION

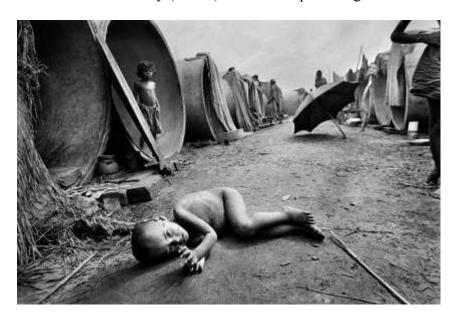
Max Marks: 75 Max. Time: 3 hrs.

Write essays on any FIVE of the following: (5x15=75)

- 1. Discuss Press as the fourth estate of a nation.
- 2. Design an advocacy advertisement on the theme given below.

Health is wealth

- 3. Explain the inverted pyramid structure of report writing.
- 4. Write a review on any classic film.
- 5. Write an editorial on the following theme: 'Eco colonialism'
- 6. Write a 6 minute TV news-bulletin in English. (Make sure to write at least six headlines followed by news-in-detail)
- 7. Write a reflective story (article) 'behind the picture' given below.



(Credit: indianHistorypics)