



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> 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.

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**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)