



QUAID-I-AZAM UNIVERSITY

ISLAMABAD

B.A. Annual Examinations – 2013

(PART – I)

Roll No: _____

Subject: **Journalism**

Time Allowed: **3 Hours**

Paper: **A** **July 3, 2013**

Max Marks: **100**

Note: Attempt any FOUR questions. All questions carry equal marks.

Q.No.1 Define Communication. Discuss its various kinds. (25)

Q.No.2 Define column. How many styles of column writing are usually used in news papers? (25)

Q.No.3 “Television is the most effective medium of Mass Communication”. Give arguments in favour of this statement. (25)

Q. No.4 Give a detailed account of importance and responsibilities of “print journalism”. (25)

Q.No.5 Words are symbolic. How do we use them to express our sentiments? (25)

Q.No.6 Define news. How news values and elements develop a good news story? (25)

Q.No.7 Write short notes on any two of the following: (25)

- i. Barriers in Communication
- ii. Comparison between Journalist and Literary Language
- iii. Qualities of Editorial Writer

