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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **BA-EJP--II SEMESTER: END-SEMESTER EXAMINATION: APRIL 2019****JN 218: Writing for Journalism & Creative Writing** |
| **Time: 2 ½ hrs Max Marks- 70****Instruction:**1. **This paper is meant for II semester students of BA-EJP course.**
2. **You are allowed to use a Dictionary.**
3. **You will lose marks for exceeding the suggested word-limit.**
4. **Provide word-counts for all answers.**
5. **This paper contains TWO pages and FOUR sections.**

**I.A. Read the following leads and devise appropriate headlines for the reporting pieces that they front: (2x5=10)****LEAD I**`State BJP President B. S. Yeddiyurappa, while refuting the charge levelled against him by Congess chief Rahul Gandhi as false and baseless, has demanded an apology from him if he failed to prove the charge.**LEAD II**The Bahujan Samaj Party (BSP) has fielded Srinath Pujari as its candidate for the Vijayapura (reserved) Lok Sabha seat. Mr. Pujari, a Dalit leader and president of the Bahujan Vidyarthi Parishad, will take on incumbent MP from the BJP Ramesh Jigajinagi and Sunita Chavan of the Janata Dal (Secular).**I. B.** Put down five rules that one should follow to ensure effective headlines. Comment on the relationship between headline and lead. **Your answer should not exceed 200 words. (15 marks)****II.A.** How much of your newspaper is taken over by advertising? How much of it do you pay attention to? **Answer in about 200 words. (15 marks)****III. Write short notes on ANY TWO: (2x5=10 marks)**1. The Mueller report
2. Tejasvi Surya’s gag order on city newspapers
3. Rahul Gandhi’s Wayanad candidature

**III.A.** Which was the best question you set as part of your current affairs set? Which was the most interesting question set by someone else from your class? Give reasons for both your choices. **Answer in about 150 words. (10 marks)****IV. Write a 200-word response to the prompt Neighbourhood uncles: (10 marks)** |