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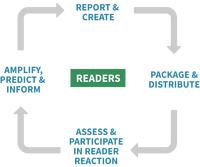
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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27** |
| **B.A. JOURNALISM – IV SEMESTER EXAMINATION:APRIL 2017**  **JN 415 – Journalism & Creative Writing** |
| Time Allotted: 90 minutes Marks :35 |
| **Instructions:**  **1. You are allowed to use a dictionary.**  **2. This question paper has FOUR sections & FIVE printed sheets.**  **3. You will lose marks for exceeding the word limit. Provide word-counts after every piece of writing you attempt in this paper.** |

**I. Read the following article**

Breaking All Rules: Why Being Reader-First in Digital Publishing is the Game Changer for Editors and Reporters

For years, journalists, writers, and editors have lived by a certain set of rules. When all of their work was published in print form in a newspaper, magazine, guide or book, these rules made sense. But those rules have shifted over the last five to ten years and now editors, reporters and writers need to know the new rules for success in the digital publishing industry.

The old rules focused on: how to create, inform, judge sources, and then publish. Learning how to write basically meant the writer’s job was done after their article was submitted to the editor. Although no one will ever know your writing better than you, reporting as we know it today is now more than just writing and publishing. It’s a cycle that has shifted and expanded to include the reader as part of the process.[](http://www.parsely.com/editors-guide/?utm_source=blog&utm_medium=image&utm_campaign=editorsguide)

Want to visualize that cycle? Picture you reader at the center of everything you do. The new “rules” of writing focus on helping you understand your audience by finding ways to learn who they are, what makes them read your work and how you can create with them in mind. We call this being “reader-first”.

Today’s digital platforms include the audience as more than a receiver, they’re actively participating in the process. After your article is published, instant feedback can be given via your reader in the comment section. Sharing your article with the world on social media shows something about your story and how they relate to it. Your current readers have conversations with other potential readers other places online. Including the audience in your thoughts with a reader-first approach to writing will help you take advantage of all of these interactions.

I.**A. Answer any ONE of the following questions in about 150 words each (1x10=10)**

1. What do you understand by the ‘reader first’ approach that the article suggests? Is this a useful approach that journalist must adapt to while choosing the stories they wish to cover?

2. How does publishing on social media change how a journalist covers a story?

3. Is the idea of ‘reader first’ a unique concept that explain new media Journalism? Argue your position on the statement with examples.

II. Read this quote from ‘Phreaks, Hackers , and Trolls: The Politics of Transgression and Spectacle, E. Gabriella Coleman and answer the questions that follow.

“As political theorist and activist Stephen Duncombe has so insightfully argued, if carried out responsibly, a politics of spectacle can prove to be an invaluable and robust political tactic: “spectacle must be staged in order to dramatize the unseen and expose associations exclusive to the eye. The question remains, of course, is whether there is any ethical substance to these spectacular antics, especially those of the troll, whose spectacles is often generated through merciless mocking, irreverent pranking and at times harassment. If we dare consider these informal pranksters in the light of the tricksters, then perhaps there may be some ethical substance to some, although certainly not all of their actions. The tricksters encompass a wide range of wildly entertaining if not audacious mythical characters and legends from the Norse God Loki to the North American coyote. Not all tricksters are sanitized and safe, as Disney has led us to believe. Although clever, some are irreverent and grotesque. They engage in acts of cunning, deceitfulness, lying, cheating, killing and destruction, hell raising and as the name suggests trickery. Sometimes they do this to quell their insatiable appetite, to prove a point, at times to cause hell and in other instances to do good in the world. Tricksters are much like trolls: provocateurs and saboteurs.

**II.A. Answer any ONE of the following questions in about 150 words (1x10=10)**

1. The quote seems to suggest ‘trolls’ may provide a necessary disruption and provocation that is essential as political tactic, do you agree with this statement.

2. From context that you are familiar with do you think trolls are useful to political discourse and interrogation?

3. Why is “spectacle” an important part of political discourse? Can you find examples of “spectacle” in recent news events?

**III Write short notes on any ONE (1x5=5)**

Kabir Kala Manch

‘Hindutva is a way of life’

Jignesh Mevani

**IV. Write a short note of about five sentences (10 marks)**

Are exam halls a conducive source of inspiration for podcasts? Write a quick pitch for a script.

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