

# MCM310\_Finals\_Solved

## MCM310 (Journalistic Writings) Solved Finals

### Q. Signal Words

Signal words are words and phrases that help guide the reader through the content by indicating relationships between ideas, transitions, and the structure of the argument or narrative. In journalism, signal words help to clarify the direction of the article, highlighting important points, contrasts, conclusions, and sequential steps. Examples include "firstly," "however," "consequently," and "in summary."

### Q. Expository Writing

Expository writing aims to explain, inform, or describe a topic clearly and logically. In journalism, expository writing provides readers with factual, unbiased information about events, ideas, or issues. This type of writing includes news articles, reports, and feature stories that require thorough research and clear presentation.

### Q. The Writing Styles: Report And Narrative Writing

**Report Writing:** This style focuses on delivering facts in a straightforward, objective manner. It is typically used in news articles and investigative reports. The structure is usually the inverted pyramid,

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starting with the most important information and following with supporting details.

**Narrative Writing:** This style involves telling a story with a clear beginning, middle, and end. It includes more descriptive language and character development. In journalism, narrative writing is often used in feature stories and human-interest pieces, engaging readers emotionally and providing a more in-depth look at the subject.

## Q. The Writing Styles: Descriptive And Persuasive Writings

**Descriptive Persuasive Writings:** This style paints a vivid picture of a person, place, or event through detailed observations and descriptions. In journalism, descriptive writing helps readers visualize scenes and understand the context of a story, often used in feature articles and travel writing.

**Persuasive Writings:** This style aims to convince readers to adopt a particular viewpoint or take action. In journalism, persuasive writing is found in editorials, opinion pieces, and columns where the writer argues a specific point of view, supported by facts, logical reasoning, and emotional appeals.

## Q. Research Writing And Documenting Sources

Research writing in journalism involves gathering, analyzing, and presenting information from various sources to provide a comprehensive and accurate account of a topic. Documenting sources is crucial for credibility and involves citing references accurately to avoid plagiarism. Journalists use a variety of sources, including interviews, official documents, and previously published materials, and must verify the reliability of each source.

## Q. Summary And Précis Writing

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Condenses the main ideas of a text into a brief overview, capturing essential points while omitting details. In journalism, summaries are used in news briefs and abstracts to give readers a quick understanding of the content.

## **Q. Punctuation**

Punctuation in journalism ensures clarity and readability. Proper use of punctuation marks like commas, periods, quotation marks, and dashes helps to accurately convey meaning, indicate pauses, and separate ideas. Journalists must adhere to style guides (e.g., AP Style) to maintain consistency and professionalism in their writing.

## **Q. Mechanics**

Mechanics in journalism refer to the rules of writing, including grammar, spelling, and sentence structure. Mastery of mechanics ensures that journalistic writing is clear, accurate, and professional. This includes understanding the proper use of verbs, nouns, pronouns, adjectives, adverbs, and conjunctions.

## **Q. Reading Skills For Writers**

Reading skills for writers in journalism involve the ability to critically analyze texts, identify key points, and understand different writing styles and techniques. Good reading skills help journalists to gather information effectively, discern bias, and draw insights from various sources to enhance their own writing.

## **Q. News Writing and Style**

News writing focuses on delivering current events and information accurately and efficiently. The style is straightforward, using the inverted pyramid structure where the most critical information is presented first,

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followed by supporting details. Journalistic style emphasizes objectivity, clarity, and brevity.

## Q. Editorial Writing

Editorial writing presents the opinions of the editorial board or a single writer on various issues. It aims to persuade or inform readers about a particular stance on current events or societal issues. Editorials are subjective, often providing analysis, interpretation, and recommendations.

## Q. Writing Features

Feature writing goes beyond the straightforward reporting of news to explore the deeper aspects of a story, often focusing on the human element. Features are usually longer, more descriptive, and more narrative-driven than typical news articles. They can cover a wide range of topics, including profiles, trends, and in-depth investigations.

## Q. Writing Columns

Columns are regular articles or pieces written by the same author, often expressing personal opinions, perspectives, or insights on various topics. Columnists have a distinctive voice and style and usually cover subjects within their expertise or interest. In journalism, columns provide readers with a consistent viewpoint on current events, social issues, or specialized topics.

## Q. Writing Articles For Newspapers

This involves crafting news stories, features, editorials, and other types of articles for publication in newspapers. Journalists must adhere to specific style guides, such as AP Style, and ensure their writing is clear, concise, and factual. Newspaper articles often follow the inverted pyramid

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structure, with the most crucial information at the beginning, followed by supporting details.

## Q. Writing Analysis

Analytical writing in journalism involves examining and interpreting data, events, or trends to provide deeper insights. Analysis articles go beyond just reporting facts; they explore the implications, causes, and potential consequences of a story. This type of writing often includes expert opinions, statistical data, and comparisons to give readers a thorough understanding of the subject.

## Q. Letters To Editors

These are letters written by readers expressing their opinions, reactions, or concerns about articles published in the newspaper. Letters to the editor provide a platform for public discourse, allowing readers to engage with the content and voice their viewpoints. Editors select letters based on relevance, coherence, and interest to the broader readership.

## Q. Broadcast And Web News Writing

Writing for the web involves creating content that is easily accessible and engaging for online readers. This includes using SEO (Search Engine Optimization) techniques, hyperlinks, multimedia elements (images, videos), and interactive features. Web news articles need to be scannable, with clear headings, short paragraphs, and bullet points to accommodate the online reading behavior.

## Q. Writing Press Release, Reviews And Obituaries

- ✚ A **press release** is an official statement issued to media outlets to announce something newsworthy, such as a product launch, event, or organizational change. It should be concise, factual, and

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formatted like a news story to increase the likelihood of media coverage.

- ✚ **Reviews** are critical evaluations of products, services, or creative works such as books, movies, and performances. Journalists writing reviews offer their informed opinions, supported by evidence and examples, to help readers make informed decisions.
- ✚ **Obituaries** are articles that report the death of a person, often highlighting their life achievements, career, and impact on the community. An obituary should be respectful, factual, and include key biographical details such as the person's age, date of death, and surviving family members.

## Q. citing

In journalism, citing involves providing proper attribution for information, quotes, and data obtained from other sources. Accurate citation ensures credibility, helps avoid plagiarism, and allows readers to verify the information. Common citation practices in journalism include mentioning the source within the text and adhering to specific style guides like AP or MLA.

## Q. 5 logical fallacies in articles

- ✚ **COMPLEX QUESTION:** Combining two questions or issues as if they were one, when really they should be answered or discussed separately. Often involves one question that assumes the answer to another. **EXAMPLE:** Why did you steal the CD? (Assumes you did steal the CD.)
- ✚ **COMPOSITION:** Assuming that because parts have certain properties, the whole does as well. (The reverse of Division) **EXAMPLE:** All the parts of the engine were lightweight, so the engine should have been lightweight.

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- ✚ CORRELATION IMPLIES CAUSATION: Concluding that because two things occur at the same time, one has caused the other. (Also called Cum Hoc Ergo Propter Hoc—literally “with this, therefore because of this.”) EXAMPLE: There was a full moon the night I had my car accident, so I’m never driving again under a full moon.
- ✚ DIVISION: Assuming that because a large body has certain properties, its parts do as well. (The reverse of Composition) EXAMPLE: Europe has great museums, so every country in Europe must have great museums.
- ✚ EQUIVOCATION: Applying the same term but using differing meanings. EXAMPLE: The sign by the pond said, “Fine for swimming,” so I dove right in.

## Q. Press Release

A press release is a written communication aimed at journalists to announce something newsworthy. It typically includes a headline, dateline, introduction, body, and contact information. A well-crafted press release is clear, concise, and provides all necessary details to make it easy for journalists to create a news story from the information provided.

## Q. Characteristics of a good summary

- ✚ Proper Citation: The summary begins by citing the title, author, source, and, in the case of a magazine or journal article, the date of publication and the text.
- ✚ Thesis Statement: The overall thesis of the text selection is the author’s central theme.
- ✚ Supporting Ideas: The author supports his/her thesis with supporting ideas.

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- ✚ Grammar and the Mechanics of Writing: Grammar and related concerns ensure that, as a writer, you communicate clearly to your reader.
- ✚ Length: The length of a summary depends on how long the original document is

## Q. way of academic reading

Step 1: Read the questions carefully and underline the key words.

Step 2: Read the topic and then read the first and last sentences of every paragraph in the passage.

Step 2: Read the bold types inside the paragraphs. For example: bold, italic, underlined, bracketed, hyphenated, words or information. Read any graphic representation or illustration like any pictures, graphs, charts, tables etc.

Step 3: Now start answering the questions.

## Q. Accuracy

In journalism, accuracy is paramount. It involves presenting facts correctly, verifying information from reliable sources, and avoiding errors or exaggerations. Accurate reporting builds trust with the audience and upholds the integrity of the publication. Journalists must double-check facts, quotes, dates, and statistics to ensure their reporting is precise and reliable.

## Q. Expository writing

Expository writing in journalism aims to explain, inform, or describe a subject clearly and logically. It provides readers with factual and unbiased information about events, ideas, or issues. This type of writing includes news articles, reports, and feature stories that require thorough research

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and clear presentation. Expository writing avoids personal opinions and focuses on delivering information in a structured and coherent manner.

## Q. The Language of Newspaper

Some or all of these may be found on the front pages of newspapers.

- ✚ **Box-out** – A small part of the page shaded in a different colour.
- ✚ **By-line** – The name of the reporter, if they are important is often included at the beginning of the feature, rather than at the end, or not at all.
- ✚ **Caption** – typed text under photographs explaining the image.
- ✚ **Credits** – the author of a feature may be given credit in the form of a beeline. Photographs may have the name of the person who took them or the agency that supplied them alongside them.
- ✚ **Crosshead** – this is a subheading that appears in the body of the text and is centred above the column of text. If it is set to one side then it is called a side-head.
- ✚ **Exclusive** – this means that newspaper and no one else solely cover the story. The paper will pay their interviewees, buying the story so it cannot be used by another paper.
- ✚ **Feature** – not necessarily a ‘news’ item (current affairs), but usually with a human-interest angle presented as a spread.
- ✚ **Headline** – this is the main statement, usually in the largest and boldest font, describing the main story. A banner headline spans the full width of the page.
- ✚ **Kicker** – this is a story designed to stand out from the rest of the page by the use of a different font (typeface) and layout.
- ✚ **Lead Story** - the main story on the front page, usually a splash.
- ✚ **Lure** – a word or phrase directing the reader to look inside the paper at a particular story or feature.

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- ✚ **Masthead** – the masthead is the title block or logo identifying the newspaper at the top of the frontpage. Sometimes an emblem or a motto is also placed within the masthead. The masthead is often set into a block of black or red print or boxed with a border; the ‘Red-tops’ (The Sun, The Mirror, The News of the World) are categorised by style and the use of a red background in the masthead.
- ✚ **Menu** – the list of contents inside the paper.
- ✚ **Pugs** – these are at the top left and right-hand corners of the paper and are known as the ‘ears’ of the page. The prices of the paper, the logo or a promotion are positioned there. They are well placed to catch the reader’s eye.
- ✚ **Secondary Lead** – this is usually only a picture and headline, it gives a sneak preview of a story that you might find inside the paper.
- ✚ **Sidebar** – when a main feature has an additional box or tinted panel along side of it.
- ✚ **Splash** – the splash is the main story on the front of the paper. The largest headline will accompany this, along with a photograph.
- ✚ **Spread** – a story that covers more than one page.
- ✚ **Stand first** – this is an introductory paragraph before the start of the feature. Sometimes it may be in bold.
- ✚ **Strap line** – this is an introductory headline below the headline.
- ✚ **Tag** – a word or phrase used to engage a reader’s interest in a story by categorising it e.g. ‘Exclusive’, ‘Sensational’.

## Q. Structuring an editorial

Whatever type of editorial you write, it must be built around a logical framework. It must have a/an:

- ✚ Introduction: To get the reader’s attention
- ✚ Body: To persuade the reader
- ✚ Conclusion: To prompt the reader into action

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**An effective formula for editorial writing is**

- ✚ SPECS. State the problem or situation;
- ✚ Position on the problem;
- ✚ Evidence to support the position;
- ✚ Conclusions: Who's affected and how; state and refute the position of the other side
- ✚ Solutions to the problem: At least two

## **Q. Compound-complex**

A compound-complex sentence in journalism combines multiple independent clauses and at least one dependent clause. This structure allows for conveying more detailed information and complex relationships between ideas in a single sentence. For example: "While the government introduced new regulations, the public reacted positively, and businesses began to adapt."

## **Q. Paragraph**

In journalistic writing, a paragraph is a distinct section of an article that deals with a specific point or idea. It usually starts with a topic sentence that summarizes the main idea, followed by supporting sentences with evidence, examples, or details. Journalistic paragraphs tend to be shorter and more concise than those in other types of writing to enhance readability and clarity.

## **Q. Summary**

A summary in journalism condenses the main points of an article or piece into a brief overview. It captures the essential information, providing readers with a quick understanding of the content. A good summary is concise, accurate, and maintains the original tone and intent of the article.

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## Q. What is the Difference between Paper and Online Presentation?

**Paper Presentation:** Print newspapers have a fixed layout, limited space, and no multimedia elements. Articles are presented in a linear format, and the content cannot be updated once published.

**Online Presentation:** Online news platforms offer a dynamic and interactive experience, including hyperlinks, videos, interactive graphics, and social media integration. Content can be updated in real-time, and the layout is often more flexible, allowing for various multimedia elements to enhance the reader's experience.

## Q. Persuasive writing

Persuasive writing in journalism aims to convince readers to adopt a particular viewpoint or take specific actions. It is commonly found in editorials, opinion pieces, and columns. Persuasive writing uses logical arguments, emotional appeals, and credible evidence to support the writer's stance and persuade the audience.

## Q. How to write an effective lead for an article?

- ✚ **Focus.** Make a specific promise to the reader, and then deliver.
- ✚ **Context.** Involve the reader. Show clear, immediate significance. Answer the question, "Why should I read this story?"
- ✚ **Form.** Implies a design, a plan, a structure, a pattern that will help the reader understand the meaning.
- ✚ **Information.** Whets the readers' appetite, promises delivery.
- ✚ **Voice.** A human voice talking to the reader. Provides the "music" to support the meaning of what is being read.
- ✚ **Surprise.** The promise of something new.

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## Q. The Art Of Interviewing

There are three ways to gather information for your story—research, observation and interviewing. Of these, interviewing is clearly the most important. It can be done in person, over the phone, and now even by e-mail. It can be extensive or just a few questions. In whatever form, it is the key to the stories you write. Your ability to talk to people is the difference between being a mediocre reporter and a good one.

### Interview types:

- ✚ The quickie
- ✚ Vox pop
- ✚ Ambush
- ✚ Phony
- ✚ Performa type

### BS English (Applied Linguistics)

<https://whatsapp.com/channel/0029VaazKAVBfxoDMH4I9U0u>

### For Files

[https://drive.google.com/drive/folders/1m6HPIs6iAPIL6v3xf85y4fylxg6dwqne?usp=drive\\_link](https://drive.google.com/drive/folders/1m6HPIs6iAPIL6v3xf85y4fylxg6dwqne?usp=drive_link)