

**MANIPAL UNIVERSITY****SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2017****SUBJECT: ARC-14-411.2 ARCHITECTURAL JOURNALISM  
(2014 SCHEME)**

Friday, November 17, 2017

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ **Answer any FIVE Questions.**  
✍ **Support your answers with sketches wherever required.**

- 1A. Explain the difference between Journalism and Criticism.  
1B. Give various examples of mediums where architecture is reported today.  
(6+4 = 10 marks)
2. Discuss with examples the key aspects of Book Reviews.  
(10 marks)
- 3A. Elaborate and explain 'Interview' as a form of journalistic writing.  
3B. What are the various ways to gather information for an architectural journalist?  
(5+5 = 10 marks)
4. Discuss some of the important issues to consider when embarking on an architectural publication.  
(10 marks)
- 5A. Explain the statement, '*Architectural Journalism can be an effective medium to bridge public perceptions and designer's opinions*'.  
5B. Explain relevance and key aspects of Electronic media in architectural journalism.  
(5+5 = 10 marks)
6. **Write short notes on the following:**
- 6A. Purpose of Architectural Journalism  
6B. Photo Journalism  
6C. Editorial  
6D. Any three common mistakes that can be avoided during the process of architectural publishing.  
(2½ marks × 4 = 10 marks)

