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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – JAN/FEB 2019

**SUBJECT: ARC-14-411.2 ARCHITECTURAL JOURNALISM
(2014 SCHEME)**

Monday, February 04, 2019

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. What are the various ways to gather information for an architectural journalist?
(6+4 = 10 marks)
2. Explain relevance and key aspects of Electronic media in architectural journalism.
(10 marks)
3. Elaborate and explain 'Editorial' as a form of journalistic writing.
(10 marks)
- 4A. Explain some of most important characteristics of Architectural Publishing.
- 4B. Give various examples of mediums where architecture is reported today.
(6+4 = 10 marks)
- 5A. Elaborate and explain the statement, '*Architectural Journalism can be an effective medium to bridge public perceptions and designer's opinions*'.
- 5B. Discuss the difference between the three types of architectural critics; the Academic, the practitioner and the journalist.
(5+5 = 10 marks)
6. Write short notes on the following:
 - 6A. Feature
 - 6B. Book Reviews
 - 6C. Purpose of Architectural Journalism
 - 6D. Alternatives to architectural publishing
(10 marks)

