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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

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

Thursday, November 14, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✗ Answer any full FIVE Questions.
✗ Answer all parts of a question.

1. Elaborate any five key features of journalistic writing. Give relevant examples of the same.
(10 marks)
- 2A. Explain the statement, 'Architectural Journalism can be an effective medium to bridge public perceptions and designer's opinions'.
2B. Explain the 'persuasive' type of an editorial as a form of journalistic writing.
(5+5 = 10 marks)
3. Elaborate and explain 'Interview' as a form of journalistic writing.
(10 marks)
4. What is the difference between the 'academic' and the 'practitioner' kind of a journalist? Explain with relevant examples.
(10 marks)
- 5A. How can we broaden the definitions of Investigative Reporting?
5B. Write a short note on Purpose of 'architectural journalism'.
(5+5 = 10 marks)
- 6A. Explain various aspects of the process of architectural publishing.
6B. What are the common mistakes that can be avoided in architectural publishing?
(5+5 = 10 marks)

