

Reg. No .....

Name .....

**M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020**  
**SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM**  
**COURSE : 15P2MCJT08 : EDITING TECHNIQUES AND TRANSLATION**  
*(For Regular - 2019 Admission & Supplementary 2018/2017/2016/2015 Admissions)*

Time : Two Hours

Max. Marks: 50

**Section A**

**Answer any 5 (2 marks each)**

1. Inverted pyramid headlines
2. Headline order
3. Middle pieces
4. Colour scheme
5. Pull outs
6. Proof reading
7. Reader's Editor

(2 x 5 = 10)

**Section B**

**Answer any 5 (4 marks each)**

8. Copy editors are the final gatekeepers before an article reaches the reader: Elucidate
9. Explain the relevance of chronological news writing
10. Elucidate the techniques of headline writing.
11. How does the layout of weekend magazines and supplements differ from dailies?
12. Give a comparison between the conventional and modern methods involved in designing and layout
13. Explain the significance of a dummy sheet
14. Elucidate the significance of editorial meeting and news room in a news channel.

(4 x 5 = 20)

**Section C**

**Answer any 2 (10 marks each)**

15. How does a newspaper deal with developing a news story? Explain the process involved in it :
16. Explain the qualities that distinguish a good editorial.
17. Digital publishing has compressed the timescales for journalists: Comment

(10 x 2 = 20)