

B. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022
SEMESTER 3 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U3CRBCJ03 : EDITING, DESIGN AND PAGINATION FOR PRINT
(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is Newsdesk?
2. What is negative space?
3. What is a caricature
4. Who is the current Resident Editor of Times of India?
5. What is Soft News?
6. What is catchword?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What is skyline?
8. What is Fake news?
9. Explain the functions of the Editorial department.
10. What is Morgue ?
11. What is interpretative editorial?
12. Briefly explain tint?
13. What is Bulldog?
14. What is censure editorial?
15. What is copyfitting?
16. What is story text?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. How do columns differ from other news stories? Explain
18. Discuss the importance of Political cartoons in newspapers.
19. What is letters to the editor? Explain it's importance.
20. Explain the principles of artistic design.
21. Explain the role of cartoons in newspapers with relevant examples.
22. 'News editor is called as the representative of the newspaper'. Explain

23. Discuss the rules for using abbreviations, capitalization and numerals in newspaper
24. Discuss briefly the techniques of editing news agency copies for a newspaper. Does the policy of a newspaper have any influence on it?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. "A Headline that heads a report highlighting the news in it." - Does it convey the real meaning of Headline? Explain with examples.
26. News room is a hub of news stories. Discuss
27. "Editing is necessary to make the news pictures more meaningful" – Explain. Is the importance of graphics increasing along with news pictures?
28. "The most useful man of a newspaper is one who can edit". Does editing determine the quality of newspaper production? What are the principles of copy editing?

(15 x 2 = 30)