

B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : MASS COMMUNICATION AND JOURNALISM MODEL - I****COURSE : 19U3CRBCJ03 : EDITING, DESIGN AND PAGINATION FOR PRINT***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. Which is the largest circulated newspaper in India?
2. Write a short note on pocket cartoon.
3. Define 'Slander' and how can it be avoided?
4. What is an 'Ear' in newspaper?
5. Discuss 'reverses' in design.
6. Who is the current Resident Editor of Times of India?

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. Define Copy Editing.
8. What do you mean by colour psychology?
9. Discuss the concept of 'pull quotes'.
10. How can we establish news value through headlines?
11. Explain a News holes.
12. Throw light on the term 'Fixer'.
13. Enunciate the 'op-ed' in a newspaper.
14. What is an 'anchor story'?
15. Name the different types of headlines.
16. Give the meaning of a 'feature story'.

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. 'News editor is called as the representative of the newspaper'. Explain.
18. Write a letter to the editor to 'The Hindu' daily on a socially relevant issue in your locality.
19. Explain Stephen Quinn's Six C's in Editing.
20. Explain the significance of white space in editing.
21. Discuss the importance of 'Stylebook' in newspapers.
22. A photograph tells more than a thousand- words. Do you agree? Give answer detailing the need for photography in journalism and the qualities of a photographer.
23. Discuss the importance of political cartoons in newspapers.
24. Elaborate on the various types of Editorials.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Explain the news editing process in detail.
26. "A Headline is that heads a report highlighting the news in it."- Does it convey the real meaning of Headline? Explain with examples.
27. Why does newspaper page make-up gives so much importance on the application of technology? Give your reasons.
28. What do you mean by 'negative space'? How can we use space to create seamless design composition?

(15 x 2 = 30)