

D 51882

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

Mass Communication and Journalism
JOU 3B 04—EDITING FOR THE PRINT
(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks.

Ceiling of marks for Part A is 25.

1. Balance.
2. Style book.
3. News editor.
4. News agencies.
5. In Design.
6. Skyline.
7. Caption.
8. Middle.
9. Op-ed page.
10. Hour glass style.
11. Letters to editor.
12. Libel.
13. Lead.
14. Future calendar.
15. Sub-editor.

Turn over

Part B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Part B is 35.

16. What is 'Editing' ? Discuss briefly the role of chief Sub Editor in editing newspaper ?
17. "The function of 'lead' in news is to get readers' attention and lure them into the story" - Do you agree with this statement ? Why ?
18. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.
19. News Editor is the number one man in a news room. Elucidate.
20. Do you think that the re-writing desk is absolutely essential at any newspaper office ?
21. What criteria should be followed by the copy editor for selection of news in media ?
22. Layout and page planning 'frames' the news. Discuss.
23. Prepare a suitable intro for the news of unexpected resignation of KPCC president.

Part C

*Answer any **two** questions not exceeding 400 words.*

Each question carries 10 marks.

24. A photograph tells more than a thousand- word. Do you agree ? Give answer detailing the need for photography in journalism
25. What do you mean by a news desk ? What are its functions ? Explain the roles of a sub-editor and a news editor in detail.
26. Why newspaper page make-up is giving so much importance on application of technology ?
27. Does page planning reflect news planning ? Is there any attempt to pursue the readers ? What are the basis principles of front page-make up ?

(2 × 10 = 20 marks)