

D 120698

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2025**

Journalism and Mass Communication

JOU 4B 05—DESIGN AND PAGINATION

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*All questions can be answered.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. Mast head.
2. DTP.
3. Page balance.
4. Highlights.
5. Jacket pages.
6. News editor.
7. Infographics.
8. Supplement pages.
9. Page maker.
10. Dateline.
11. Adobe.
12. broad sheets.
13. White space.
14. Advertorial.
15. Photoshop.

Turn over

Section B (Paragraph/Problem Type)

All questions can be answered.

Each question carries 5 marks.

(Ceiling 35 marks)

16. Write about the major steps of newspaper production.
17. Which are the common designing software using in news rooms ?
18. Gutter and white space contribute much in the aesthetics of newspaper pagination - How ?
19. Write a note about different newspaper formats.
20. Write about the major Functions of newspaper design.
21. What is the difference between vertical and horizontal page design.
22. What are the advantages of modular page design ?
23. Which are the major principles of newspaper design.

Section C (Essay Type)

*Answer any **two** of the following question.*

Each question carries 10 marks.

24. If you get an opportunity to design and edit the Sunday supplement of newspaper, how do you select, edit and design the content.
25. The emergence of computer has revolutionized the process and effectiveness of newspaper pagination - Establish.
26. Our print media is facing lots of challenges and struggles in the era of artificial intelligence. Explain
27. Critically evaluate the design patterns of any 3 newspapers in Kerala.

(2 × 10 = 20 marks)