

C 15514

(Pages : 3)

Name..... /

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, MAY 2011

(CSS)

Mass Communication—Core Course

MC 4B 05—EDITING FOR NEWSPAPERS

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all twelve questions.

1. ABC is an abbreviation of :
 - (a) Assembly of British Churches.
 - (b) Annual Bankers' Committee.
 - (c) American Broadcasting Council.
 - (d) Audit Bureau of Circulation.
2. ——— is the headline given to a photograph :
 - (a) Flag.
 - (b) Skyline.
 - (c) Caption.
 - (d) Cutline.
3. Pages are created and printed electronically with a software is called :
 - (a) Designing.
 - (b) Page Editing.
 - (c) Makeup.
 - (d) Pagination.
4. The most accepted style of story editing :
 - (a) Inverted pyramid style.
 - (b) Hourglass style.
 - (c) Feature style.
 - (d) Roundup style.
5. The horizontal line that appears at the top and bottom of letter in type :
 - (a) Slug.
 - (b) Serif.
 - (c) Lead.
 - (d) Sig.
6. In Newspapers, where do we find the "ears" :
 - (a) Above the editorial.
 - (b) On the top-right corner of the op-ed page.
 - (c) On the top-left corner of the op-ed page.
 - (d) On one or both sides of the nameplate.

Turn over

7. Writer who specialised in a subject and writes regularly in a publication is called :
 (a) Columnist. (b) Correspondent.
 (c) Liner. (d) Stringer.
8. Small headline running below the main headline in different type size or face :
 (a) Kicker. (b) Deck.
 (c) Caption. (d) Bullet.
9. The modern headlines are _____ and _____.
 (a) Simple, informal. (b) Complex, formal.
 (c) Precise, informative. (d) Catchy, complex.
10. The newspaper's nameplate is also called as :
 (a) Masthead. (b) Skyline.
 (c) Deck. (d) Flag.
11. The work that an editor does to improve the formatting, style and accuracy of text is :
 (a) Copy editing. (b) Copy tasting.
 (c) Quick editing. (d) Proof reading.
12. Smaller headline summing up the article in a neat accessible way is :
 (a) Skyline. (b) Outline.
 (c) Kicker. (d) Strapline.

(12 × ¼ = 3 weightage)

Part B

*Answer all the short answer questions.
 Weightage 1.*

13. Inverted Pyramid.
 14. Caption.
 15. Op-ed.
 16. Style Book.
 17. Fourth estate.
 18. Reader's Editor.
 19. Kicker.
 20. Copy.
 21. Skyline.

(9 × 1 = 9 weightage)

Part C

*Write short essays on any five of the following.
Weightage 2.*

22. What is "readable writing" ?
23. Discuss the style of an *Editorial*.
24. What are the responsibilities of a copy editor ?
25. Examine the principles to be applied when writing a headline.
26. Elucidate the importance of white space in a newspaper.
27. Explain *online editing*.
28. Why copies need to be edited ? Explain.

(5 × 2 = 10 weightage)

Part D

*Write essays on any five of the following.
Weightage 4.*

29. Editors convert a raw copy "fit to print". Explain the stages of editing a news copy.
30. How an Editorial Department structured in a newspaper organisation ? Explain its functions.
31. What are the usual features of an editorial page ? Discuss the qualities and responsibilities of a leader writer.

(2 × 4 = 8 weightage)