

C 26103

(Pages 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, MAY 2012

(CCSS)

Mass Communication—Core Course

MC 4B 05—EDITING FOR NEWSPAPERS

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all questions.

1. Headlines are generally given by :
 - (a) Page Designer.
 - (b) Reporter.
 - (c) Sub-editors.
 - (d) Proof Readers.
2. A short word or phrase that is carried over to a new column or page is :
 - (a) Gutter.
 - (b) Orphan.
 - (c) Kicker.
 - (d) Slug.
3. The space running vertically between columns is :
 - (a) Gutter.
 - (b) Margin.
 - (c) White space.
 - (d) Filler.
4. _____ of a newspaper organisation is also called as morgue.
 - (a) Newsroom.
 - (b) Reference Library.
 - (c) Conference hall.
 - (d) Sub-editor's room.
5. The lead which start with a story about a person or an event is :
 - (a) Staccato Lead.
 - (b) Narrative Lead.
 - (c) Anecdotal Lead.
 - (d) Narrative Lead.
6. The reporter who is a common man and not part of a media organisation :
 - (a) Stringer.
 - (b) Citizen Journalist.
 - (c) Mofussil Correspondent.
 - (d) Liner.
7. Name and address of the publisher and printer often given foot of the back page :
 - (a) Slug.
 - (b) Must.
 - (c) Ear.
 - (d) Imprint.

Turn over

8. The earlier term which is used for 'copy editor' :
- (a) Proof Reader. (b) Copy Writer.
(c) Copy Reader. (d) Chief Editor.
9. The place in which raw copies are edited by the editors :
- (a) Copy desk. (b) Newsroom.
(c) Morgue. (d) Copy room.
10. ——— is the principle of page make-up in which at least two or more elements on a page, each of which is dramatically different from the other :
- (a) Unity. (b) Harmony.
(c) Balance. (d) Contrast.
11. Expansion of WAN :
- (a) Wide Area. (b) World Association of Newspapers.
(c) World Association of Networks. (d) Wireless Area Network.
12. The reference library of a newspaper organisation is also called as :
- (a) Box. (b) Morgue.
(c) Bullet. (d) Must.

(12 × ¼ = 3 weightage)

Part B*Answer all the nine short answer questions.*

13. Edition.
14. Page make-up.
15. 'Middle'.
16. Deck.
17. Copy Editor.
18. Leader.
19. Credit line.
20. News Sense.
21. Off the record.

(9 × 1 = 9 weightage)

Part C

Write short essays on any five of the following.

22. Elucidate the importance of *Captions and Catchwords*.
23. Briefly explain *accuracy and objectivity*.
24. 'Language is one of the vital tools of an editor'. Explain.
25. Write a short note on *online news room*.
26. What are the essential characteristics of a modern headline ?
27. Elucidate the responsibilities of a sub-editor.
28. Which are the different types of *editorials* ?

(5 × 2 = 10 weightage)

Part D

Write essays on any two of the following.

29. What are the things to remember when headlining a story ? Briefly explain different kinds of Headlines.
30. Newspaper editing is both an art and a craft. Describe the role of an editor with appropriate examples.
31. Discuss the influence of technology in newspaper reporting and editing.

(2 × 4 = 8 weightage)