

C 41527

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Name.....)

Reg. No.....

**FOURTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2013**

(CCSS)

Mass Communication

MC 4B 05—EDITING FOR NEWSPAPERS

Time : Three Hours

Maximum : 30 Weightage

**Part A**

I. Answer any *eight* questions in not more than 50 words. Each question carries 1 weight :

- 1 Pull quotes collection.
- 2 House ad.
- 3 Libel.
- 4 Nameplate/Flag.
- 5 Obit.
- 6 News peg.
- 7 Photo editor.
- 8 Pagination.
- 9 Shovel ware.
- 10 Handouts.
- 11 Typography.
- 12 Leader writer.

(8 × 1 = 8 weightage)

**Part B**

II. Answer any *five* questions in not more than 150 words. Each question carries 2 weight :

- 13 What special attention should you pay while editing the local edition page/s of a newspaper ?
- 14 Why some readers prefer to read the city pullout first ?
- 15 Explain briefly the contents of the editorial page of the newspaper you read regularly.
- 16 What is the role of a reader's editor in a newspaper ?
- 17 Why do you headline a story ?
- 18 Explain very briefly 5 different kinds of headlines.

**Turn over**

- 19 Why do standard newspapers use **style book** ?
- 20 What are the problems you encounter while editing a Malayalam handout into English ?  
(5 × 2 = 10 weightage)

### Part C

III. Answer any *two* questions in not more than 450 words. Each question carries 4 weight :

- 21 Discuss the fundamentals of editing.
- 22 Discuss the various design concepts of newspaper.
- 23 Elucidate the organizational structure of an editorial section in a newspaper office.
- 24 What are the duties and responsibilities of a chief sub-editor ?  
(4 × 2 = 8 weightage)

### Part D

IV. Headline the following stories. Each question carries 1 weight :—

- 25 *New Delhi* : The UPA-II, celebrating three years in office, gave the "common man" a gift on Wednesday : the steepest ever increase of Rs. 7.54 in petrol prices. The increase is the first in the past six months.
- 26 *Mumbai* : While the rupee hit an all-time low of 56.22 against the dollar, equities closed low as the Bombay Stock Exchange (BSE) 30-share sensitive index (Sensex) closed below the psychological level of 16000 on Wednesday. The rupee slumped to 56.2250 intraday, falling for the sixth consecutive trading day, closing at 55.9950/56.0050.
- 27 *Cairo* : Egyptian voters headed for polling booths in droves on Wednesday to take part in the two-day presidential polls that are likely to define the course of the revolution that began last year, bringing down Hosni Mubarak.
- 28 *Thiruvananthapuram* : The Kerala State Electricity Board (KSEB) on Wednesday withdrew the 30 minute cyclical load-shedding that was in force during the evening hours in the State since April 4. The earlier decision was to continue the load-shedding till May 31.

(4 × 1 = 4 weightage)