**C 81939**

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Name...........................................

Reg. No...................................

# FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2015

## (UG–CCSS)

### Core Course—Mass Communication and Journalism

### MC IVB 05—EDITING FOR NEWSPAPERS

Time : Three Hours

Maximum : 30 Weightage

## Part A

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

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 each in not more than 150 words. Each question carries 1 weightage.

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 each in not more than 450 words. Each question carries 4 weightage.

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 ?

(2 × 4 = 8 weightage)

## Part D

IV.  Headline the following stories. Each question carries 1 weightage.

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)