

C 4056

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2016

(CUCBCSS—UG)

Core Course—Mass Communication and Journalism

JOU 4B 05—EDITING FOR NEWSPAPERS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer any five questions from the following, each in about 50 words.

1. Civic Journalism.
2. Media Circus.
3. Kicker.
4. Freebies.
5. Canned copy.
6. Cross media ownership.
7. Media moguls.
8. Fifth Estate.
9. Lobby.

(5 × 3 = 15 marks)

Section B

Answer any seven questions from the following, each in about 100 words.

10. Explain the ingredients of precision journalism.
11. What are the principles to be followed while handling handouts ?
12. What is an advertorial ?
13. How is moral propriety brought in editorial content ?
14. How is a feature distinct from a hard news ?
15. Comment on middles in mainstream newspapers.
16. How are follow-ups integrated into newspapers ?
17. How is an editorial different from a news story ?
18. What is copy fitting ?

Turn over

19. Differentiate teller and teaser headlines.
20. What is the role of a stringer in a newspaper?
21. Comment on opinion pieces in newspapers.

(7 × 5 = 35 marks)

Section C

Answer any two questions from the following, each in about 400 words.

22. "The sub-editor is the midwife to a story." Comment.
23. "News is sacred ; comments are free." Elucidate.
24. "Both the form and the substance are equally important in journalism". Explain the significance of creative design in newspaper journalism.
25. "Headlines entice the reader and sell the story." Substantiate.

(2 × 15 = 30 marks)

www.custudents.in