

E 18103517



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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2018

Third Semester

Mass Communication and Journalism

Core Paper III—EDITING, DESIGN AND PAGINATION FOR PRINT

(2017 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer any **ten** of the following.*

Each question carries 2 marks.

1. Online editing.
2. PTI.
3. Freelancers.
4. Dummy.
5. Caption.
6. InDesign.
7. Soft news.
8. DTP.
9. News-editor.
10. Typography.
11. Gutter.
12. Infographics.

(10 × 2 = 20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. Explain the role and responsibilities of the managing editor of a newspaper.
14. What are the points to be kept in mind while editing hand outs and press releases ?

Turn over





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15. Explain the principles of pagination.
16. Explain different types of editorials.
17. What are the soft wares used in page design ? Explain.
18. What are the functions of headlines ? Explain the types of headlines.
19. Differentiate between the traditional and contemporary page design concept.
20. Explain the news room activities of a news paper.
21. What is a feature ? What are the different types of features ?

(6 × 5 = 30)

Part C

*Answer any **two** questions.
Each question carries 15 marks.*

22. Write a note on the organizational structure of an editorial department.
23. Explain the fundamentals of editing.
24. Critically evaluate the op-ed page of a newspaper of your choice.
25. Explain the role of sub-editors in a newspaper organization.

(2 × 15 = 30)

