

19102213



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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, OCTOBER 2019

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

*Write short notes on any **ten** of the following.*

Each question carries 2 marks.

1. Style sheet.
2. Sans serif.
3. Cut lines and captions.
4. Angle.
5. Infographics.
6. Centre spread.
7. Readability.
8. Wraparounds and skews.
9. Caricature.
10. Embargo.
11. Ombudsman.
12. Press release.

(10 × 2 = 20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. What is meant by ensuring 'legal propriety' of news by editors ?
14. Explain the features of Illustrator and Indesign.

Turn over





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15. What are the functions of a headline ? Explain the different types of headlines.
16. Explain the essential qualities needed for a news editor.
17. What is an editorial ? Explain different types of editorials.
18. Explain the qualities and responsibilities of a leader editor.
19. What are the challenges of editing running stories ?
20. Getting the news right is more important than getting it first. Elucidate.
21. Write a note each on : (a) Letters to the editor ; (b) Columns.

(6 × 5 = 30)

Part C

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

22. Elucidate the qualities and responsibilities of a sub-editor.
23. Explain the organizational structure of a typical editorial department.
24. How are the newspapers trying to counter the onslaught of television and new media by way of content and presentation ?
25. Elucidate the principles of artistic design.

(2 × 15 = 30)

