



QP CODE: 21100653

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) EXAMINATION, MARCH 2021**

**Third Semester**

B.A MASS COMMUNICATION AND JOURNALISM

**Core Course - MC3CRT13 - EDITING, DESIGN AND PAGINATION FOR PRINT**

2017 Admission Onwards

38E173E8

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Masthead
2. Hyperlocal Journalism
3. Middle
4. Associate editor
5. Copytasting
6. Ear panels
7. Attributions and identification of sources
8. Readers' Editor
9. Ghost writer
10. Skew
11. Handout
12. QuarkXpress

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the qualities of a sub-editor.





14. What you mean by localising news? Explain.
15. Explain principles of page makeup.
16. What are the challenges of editing running stories?
17. Discuss the importance of photographs, graphics, illustrations etc in a newspaper.
18. What are design and pagination softwares? Elucidate its uses.
19. Differentiate between captions and catchwords
20. Define cartoons and caricatures.
21. Write notes on: a) Teaser ; b) Bumber.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the qualities and responsibilities of a leader writer.
23. Discuss in detail the Newsroom operations.
24. What are the functions of a headline? Elucidate the various types of headlines and give some examples.
25. Discuss the principles of newspaper layout and design, citing examples.

(2×15=30)

