



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**First Semester Career Related B.A. Degree Examination, November 2014**

**First Degree Programme under CBCSS**

**Vocational Course – I:**

**(for Journalism and Mass Communication & Video Production)**

**AUJC151: Editing**

Time: 3 Hours

Max. Marks: 80

**SECTION – A**

*Answer ALL the following, each in about one / two words or in one / two sentences.*

1. \_\_\_\_\_ is an approach to a story, the slant given by the reporter.
2. A headline stretching across all the columns on the top of the front page is \_\_\_\_\_.
3. Descriptive material accompanying pictures and photographs is known as \_\_\_\_\_.
4. Mandatory deadline for the release of a story.
5. A story that is not carried by any other newspaper on a particular day is \_\_\_\_\_.
6. \_\_\_\_\_ stories cause the reader to laugh or cry, to feel emotion.
7. Giving both sides of the picture is termed as \_\_\_\_\_.
8. \_\_\_\_\_ ensures that staff reporters and freelance writers complete their assignments on time.
9. \_\_\_\_\_ represents the views of the newspaper.
10. \_\_\_\_\_ is the highlighted part of an article or news or an interview that the copy – editor deems fit due to its importance and news value.

**(10 x 1 = 10 Marks)**

P.T.O.

**1037**

**SECTION – B**

*Answer any **EIGHT** questions, each in a paragraph not less than 60 words.*

11. Responsibilities of a Sub Editor.
12. Qualities of a good lead or intro.
13. What is a Copy ?
14. Attribution.
15. What is a style book ? What is its significance ?
16. Editorial Department of a Newspaper.
17. Newsroom.
18. Structure of News story.
19. Functions of Headlines.
20. Feature Story.
21. Types of Headlines.
22. Importance of page make up.

**(8 x 2 = 16 Marks)**

**SECTION – C**

*Short essay type : Answer any **SIX** questions, each not less than 120 words.*

23. Describe the process of editing. What are the objectives of editing ?
24. What are the different principles associated with the page makeup ?
25. Elucidate the relevance of letters to editor.
26. Write in detail about News desk and its functioning.
27. Write a note on Op – Ed page.
28. Write briefly on the roles of various editorial staff in the editorial department.
29. Explain in detail the different types of News.
30. Discuss in detail about the process of attaining visual personality for a newspaper.
31. What are the different types of News leads ?

**(6 x 4 = 24 Marks)**

**SECTION – D**

*Long essay type : Answer any TWO questions, each not less than 300 words.*

32. Discuss in detail the impact of technology in the editorial job today.
33. Analyze the modern trends happening in the making and marketing of Newspaper.
34. Describe in detail the editorial organization of a Newspaper mentioning the hierarchy and responsibilities associated with each.
35. The golden rule in both reporting and editing is to go by the reader's interest. Explain.

**(2 x 15 = 30 Marks)**

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