



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2015

First Degree Programme under CBCSS

Vocational Course – I:

(for Journalism and Mass Communication & Video Production)

AUJC151: Editing

(for 2015 Admissions Only)

Time: 3 Hours

Max. Marks: 80

SECTION – A

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

1. The page facing the editorial or leader page is _____.
2. Name of newspaper displayed on page 1 is called _____.
3. 'Over a cup of tea' was a column written by _____.
4. Line (s) of type below a picture or other illustration is called _____.
5. A preliminary paragraph set up distinctively to introduce a feature or a news story is _____.
6. Large headline across all or most of top of page is _____.
7. A solitary word (or two short words) making up a line at the end of a paragraph is _____.
8. AFP is the abbreviation of _____.
9. The legendary editor of 'Outlook' who recently passed away is _____.
10. Ads or ad spaces to left and right of page one banner is called _____.

(10 × 1 = 10 Marks)

SECTION – B

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

11. Press release.
12. Freelancers.

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13. Stylebook.
14. Chief sub – editor.
15. Skyline.
16. Middle.
17. Berliner.
18. Ombudsman.
19. Caricature.
20. Seasonal feature.
21. Embargo.
22. Deadline.

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the responsibilities of a news editor ?
24. What are the basic principles of journalistic translation ?
25. Explain the essential traits of a sub editor.
26. Briefly discuss the types of features.
27. Differentiate between broadsheet and tabloid formats.
28. Elucidate different types of editorials.
29. Differentiate between a feature and a news story.
30. Argue the importance of letters' to the editor in a newspaper.
31. Comment on some of the new pagination software used in newspapers.

(6 × 4 = 24 Marks)

SECTION – D

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

32. "Newspapering is a team work". Comment on the organizational structure of a news desk in a medium – sized newspaper.
33. 'An excellent staff without a copydesk might produce a fair newspaper. A mediocre staff with a competent copydesk can produce an acceptable newspaper. But an excellent staff, backed by an excellent desk, guarantees an excellent

newspaper'. Discuss the process of copy editing in a newspaper. Argue its importance.

34. "Headlines should tell the story and at the same time sell the story". Explain the functions and types of headlines with examples.
35. Describe the objectives and principles of newspaper layout.

(2 × 15 = 30 Marks)

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