



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2016

First Degree Programme under CBCSS

Vocational Course – I: Journalism, Mass Communication & Video Production

AUJC151: Editing

(Common for **Regular** – 2016 Admn. and **Improvement** – 2015 Admn.)

Time: 3 Hours

Max. Marks: 80

SECTION – A

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

1. When the name of the writer appear with the report, it is known as _____.
2. Descriptive material accompanying the photographs is the _____.
3. A formal request for not to publish a particular information before a specified date is _____.
4. Name plate of the newspaper on the front page is _____.
5. Introductory words above the main headline is _____.
6. A multinational media organisation that run more than one media is a _____.
7. A typesetting unit of measure used to indicate font sizes is _____.
8. Headline across the top of a page over the nameplate is _____.
9. Production journalist who checks and selects copy is the _____.
10. The skeleton of the newspaper page or rough newspaper design is called _____.

(10 × 1 = 10 Marks)

SECTION – B

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

11. Accuracy
12. Cutline
13. Tabloid

14. Letters to the Editor
15. Stylebook
16. Ear panel
17. Electronic editing
18. Infographics
19. Boxes
20. Features
21. White space
22. Newspaper design

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the role of a sub – editor in a daily newspaper.
24. Describe the organisation of a news desk in a Malayalam daily.
25. Discuss the peculiarities of the specialised pages of Malayalam newspapers.
26. Is editorial necessary for a newspaper ? Substantiate your views.
27. Discuss the relevance of news photographs with suitable examples.
28. Explain the requirements for designing the front page of a newspaper.
29. Give examples for the tendency to sensationalise news reports.
30. Entertainment is the major function of newspapers these days. Explain.
31. How can you enhance the visual quality of a newspaper. Discuss.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss the principles of page design.
33. Explain the different types of layouts found in newspapers.
34. Highlight the trends followed by newspapers in preparing headlines.
35. Give your suggestions to make editorials effective and to turn the edit page more attractive.

(2 × 15 = 30 Marks)

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