

Reg. No. : .....

Name : .....

**First Semester B.A. Degree Examination, February 2018  
(Career Related First Degree Programme under CBCSS)**

**Group 2 (a)**

**JOURNALISM & MASS COMMUNICATION AND VIDEO PRODUCTION**

**Vocational Course I**

**JC 1171 Editing**

**(2014 Admission Onwards)**

Time : 3 Hours

Total Marks : 80

Answer all the ten questions, each one in one or two sentences.

1. Tabloid.
2. News desk.
3. Photo editor.
4. Gate Keeper.
5. ABC.
6. White space.
7. Op-ed.
8. Dead Copy.
9. Body Type.
10. Cut line.

**(10×1 = 10 Marks)**



Write short notes, **not exceeding sixty words**, on **any eight** of the following :

11. Sensational News.

12. Managing Editor.

13. Cropping.

14. Copy Right.

15. Folio line.

16. Hammer Headline.

17. Pica.

18. Dropcap.

19. Press release.

20. Ghost Writer.

21. Defamation.

22. Typographys.

**(8x2 = 16 Marks)**

Write short essays, **each not exceeding 120 words**, on **any six** of the following :

23. Newspaper formats.

24. Principles of page design.

25. News flow.

26. Deck.

27. Running Head.

28. House Style.



29. Infographics.

30. Principles of translation.

31. Pagination softwares.

**(6x4= 24 Marks)**

Write long essays, each **not exceeding 500 words**, on **any two** of the following :

32. What do you understand by an 'Editor ? Throw light on the duties and responsibilities of a daily newspaper editor.

33. 'Newspapering is a teamwork'.

Explain the organisational structure of editorial department in the light of above statement .

34. "Headlines should tell the story at the same time sell the story". Explain the functions of headlines with examples.

35. Explain the significance of the newspapers front page design. **(2x15 = 30 Marks)**

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