

Reg. No. :

Name :

First Semester B.A. Degree Examination, November 2018
(Career Related First Degree Programme under CBCSS)
Group 2(a) : JOURNALISM AND MASS COMMUNICATION AND VIDEO
PRODUCTION
Vocational Course I
JC 1171 : Editing
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

i. Answer the following in **one/two** words or in **one/two** sentences :

(10x1=10 Marks)

- 1) Ghost writer
- 2) Clarity.
- 3) Creative editing.
- 4) Overline.
- 5) Promo boxes.
- 6) Ribbon HL.
- 7) Pull out.
- 8) Jump line.
- 9) Gutter space.
- 10) Double truck.



ii. Answer any eight questions in about 60 words :

(8x2=16 Marks)

- 11) Objectivity.
- 12) Press release.
- 13) Byline.
- 14) News editor.
- 15) Infographs.
- 16) Advertorials.
- 17) Tabloidisation.
- 18) Middle piece.
- 19) Pull out quotes.
- 20) Flush HLs.
- 21) Design and make up.
- 22) Letter to the editor.

iii. Answer any six of the following, each not exceeding 120 words :

(6x4=24 Marks)

- 23) What are the main Newspaper formats ?
- 24) Explain the principles of pagination.
- 25) Newspaper doesn't need word by word translation. Do you agree with that ? Explain your points.
- 26) What is style book ? How it is created ? What is the functions of style book ?
- 27) Why editing is necessary for a newspaper ?
- 28) Critically analyze the style and language of sports pages in malayalam Newspapers.
- 29) Explain the functions of headlines.
- 30) Describe the qualities of a sub editor.
- 31) The pagination of Weekend pull outs is different from that of regular pages. Give your opinion.

IV. Write essays on **any two** of the following, **each one not exceeding 500 words** : **(2×15=30 Marks)**

32) Describe the organizational structure of an editorial department with the help of a diagram.

33) Explain the functions, principles and types of HLs with examples.

34) Write an editorial on **any one** of the following subjects :

a) Deforestation.

b) Sensationalisation of news.

c) The future of football in Kerala.

35) Compare the fist pages of two Malayalam Newspapers.
