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(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2015

Second Semester

B.A. English Literature, Communication and Journalism (Three Main)

EDITING AND FUNDAMENTALS OF MEDIA WRITING

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer *all* questions. Each carries 1 mark :

1. Any restriction placed on when specific information may be used, often stating the desired date and time of release is known as _____.
2. Who is the Ghost writer ?
3. Expansion of UNI.
4. What is NIB ?
5. What is info-graphics ?
6. Who is the Reader's editor of 'The Hindu' ?
7. Current news that is reported immediately is known as _____.
8. Explain the term 'Gutter'.
9. Wire copies are supplied by _____.
10. Byline means _____.

(10 × 1 = 10)

Part B

Answer any *eight* questions. Each carries 2 marks :

11. Captions and over-lines.
12. Yellow Journalism.
13. News values.
14. Blurb.
15. Op-Ed page.
16. Letters to the Editor.
17. Inverted pyramid style of writing.
18. 'Middle' in Newspaper.
19. Cropping.

Turn over

20. Use of style book in Newspapers.
21. Staccato lead.
22. Banner heads.

(8 × 2 = 16)

Part C

Answer any *six* questions. Each carries 4 marks :

23. What is Nutgraph style of writing ?
24. Explain the duties and responsibilities of a sub-Editor.
25. Write an editorial on the importance of voting in the upcoming General Elections.
26. What are the qualities of a good editorial ?
27. What is page 3 culture ? Discuss its impact in the society.
28. Write a note on the 'art of Head-line writing'.
29. What is the difference in writing features and news stories ?
30. What are the functions of a news agency ? Write briefly on prominent news agencies in India.
31. Explain the challenges of investigative Journalism.

(6 × 4 = 24)

Part D

Answer any *two* questions. Each carries 15 marks :

32. What are the various methods of page design ? How 'visual quality' can be ensured through lay-out ?
33. Discuss the structure of a newsdesk in a newspaper organization.
34. What are the qualities, duties and responsibilities of an Editor ? How an editor can give identity to a newspaper ?
35. Critically analyse the front page of any two leading Malayalam or English dailies.

(2 × 15 = 30)