

First Semester BA Degree Examination, November 2014
(Career related First Degree Programme under CBCSS)
Group 2(a): Journalism, Mass Communication & Video Production)
Vocational Course – I
JC 1171 - EDITING
(2014 admissions)

Time: 3 Hrs

Total Marks: 80

Answer **all** the following questions from 1 to 10 in one word or maximum two sentences

1. A person who writes articles or speeches for another person who claims authorship is called.....
2. Stories supplied to newspapers by news services
3. Space in newspaper reserved for materials other than advertising
4. An advertisement published along the name plate of a newspaper is.....
5. A caption for a news photograph
6. A news story withheld until a stipulated date of publication
7. The separation of two columns in a news paper is effected by
8. One who writes editorial is known as
9. News agency stories are also known as
10. Current news that is reported immediately

Answer **any eight** questions from the following in a paragraph (Short Answers)

11. Middle
12. Blurb
13. Copy Taster
14. Masthead
15. Kill a story
16. Style sheet
17. Dummy
18. Readers editor

19. News Desk
20. Reporters copy
21. Info graphics
22. Qualities of a good editorial

Marks (8x2=16)

Answer **any six** questions from the following in not less than 120 words (Short Essays)

23. Principles of editing
24. Write briefly on Editorial team
25. Explain the different newspaper formats
26. What are the important translation techniques
27. What is the need of rewriting a news story?
28. Explain copy fitting in page make up.
29. Explain the functions of a news agency
30. What are the essential qualities of a news editor
31. Headline writing is an art. Explain.

Marks (6x4=24)

Answer **any two** questions from the following

32. Discuss the structure of a news desk in a medium sized paper and the duties of each one of them briefly.
33. An editor is the unsung hero of the news paper. Explain.
34. What are the different types of layout? How layout can enhance the newspaper quality and readability?
35. Headline writing is an art. Explain with examples.

(Marks 2 x15=30 marks)