

THIRD SEMESTER BA DEGREE EXAMINATION

(Career Related First Degree Programme under CBCSS 2014 Adm.)

Group 2 (a) :MALAYALAM AND MASS COMMUNICATION

VOCATIONAL COURSE-IV

MX 1372EDITING

MODEL QUESTION PAPER

- Time:3 Hours

Maximum: 80 MARKSI

I. Write answer in one word or maximum two sentences to the following:-

1) Byline

2) Caption

3)Dateline

4)Editorial

5) Embargo

6) Exclusive

7) Lead

8) Morgue

9) Filler

10) Slug

(1x10=10 Marks)

II. Write short answers to eight questions.each in about 60 words

11) Explain the role of News Editor

12) Discuss the different types of Editorials

13) Explain the importance of Letters to The Editor

14) What is column and columnist

15) write a brief note on press release

16) Explain investigative journalism

- 17) Analyse the role of News Agencies in India
- 18) Discuss the role of Chief Sub Editor
- 19) What is Style book and what is its importance
- 20) Explain what is a feature
- 21) What are editing softwares
- 22) Explain Blurb

(8x2=16 Marks)

III. Give short essay type answer to any six questions.

- 23) Write an essay on newsroom operations
- 24) Visual impact plays a big role in the making of a newspaper explain.
- 25) Examine the organizational set up of a newspaper
- 26) Most useful person in newspaper office is one who edits. comment
- 27) Cartoons are editorial in pictures. Discuss.
- 28) What are the different types of headlines. explain its importance
- 29) The sub editor has been described as the unsung hero of a newspaper. why?
- 30) What are the different story structures

(6x4=24 Marks)

IV) Write long essays to any two questions

- 31) Describe the editing process
- 32) What are the principles of a page design of a newspaper
- 33) Differentiate between editing a new story and a feature
- 34) Explain the organizational structure of an editorial department

(2x15=30 Marks)