

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)