

FOURTH SEMESTER M.A. DEGREE EXAMINATION, APRIL 2022
(Regular/Improvement/Supplementary)

MALAYALAM
FMAL4C11 - EDITING FOR MEDIA

Time: 3 Hours

Maximum Weightage: 30

Part A: Answer any *four* questions. Each carries *two* weightage.

Write short notes on:

1. Page balance
2. Split Infinitives
3. Masthead
4. Adobe Audition
5. Lead
6. Gate keeping
7. Primary optical area

(4 × 2 = 8 weightage)

Part B: Short essay questions. Answer any *four* questions. Each carries *three* weightage.

8. How does the layout of an editorial page differ from that of a front page?
9. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.
10. You have been given the charge of Sunday Magazine section of a newly launched daily from Kozhikode. Describe your plans to make it attractive and a good read.
11. 'The most obvious cases of bias are introduced by the use of adjectives and adverbs'. Do you agree? Substantiate your opinion.
12. "The most useful man of a newspaper is one who can edit". Does editing determine the quality of newspaper production?
13. White space contributes much in the aesthetics of newspaper design. How?
14. Discuss the basics of copy editing with reference to newspapers.

(4 × 3 = 12 weightage)

(P.T.O.)

Part C: Essay questions. Answer any *two* questions. Each carries *five* weightage.

15. Computer and technology have revolutionized the process of newspaper pagination- Explain.
16. Discuss briefly the principles of news editing. What role does a chief sub editor play in making of a newspaper?
17. “Editing is necessary to make the news pictures more meaningful”– Explain. Is the importance of graphics increasing along with news pictures?
18. Every media follows a definite policy for editing news. Comment.

(2 × 5 = 10 weightage)