

FOURTH SEMESTER M.A. DEGREE EXAMINATION, APRIL 2024

(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. Mofussil editor.
2. Advertorial.
3. Infotainment.
4. Copy text.
5. Proof reading.
6. White space.
7. Punctuations.

(4 × 2 = 8 weightage)**Part B: Short essay questions. Answer any *four* questions. Each carries *three* weightage.**

8. How does the production control room in an electronic media function?
9. Comment on the use of tense form in news and its relevance.
10. Examine the principles of news translation.
11. Define the basic principles of page design.
12. Describe the means of writing cutline for photographs.
13. Analyse the techniques of video editing.
14. Discuss about the clarity of real audio in elevating a news story.

(4 × 3 = 12 weightage)**Part C: Essay questions. Answer any *two* questions. Each carries *five* weightage.**

15. 'Photographs can bring more impactful news reports', comment.
16. Analyse the imperativeness of source identification and attributions in news story making.
17. Differentiate the use of language for creating news reports and writing non-news stories.
18. Discuss, how important is it to adhere the stylebook for a newspaper organisation.

(2 × 5 = 10 weightage)