

FOURTH SEMESTER M.A. DEGREE EXAMINATION, APRIL 2025
(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. Tabloid.
2. Adobe Lightroom.
3. Headline.
4. Banner.
5. Pocket Cartoon.
6. Audacity.
7. Editorial.

(4 x 2 = 8 weightage)

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

8. Define the role of a copy editor in Newspaper.
9. Explain the characteristics of newsman's language.
10. What are the different types of headlines in news writing?
11. How does Lay-out and design affect the readability of a Newspaper?
12. Differentiate between Cartoons and Caricatures?
13. How does the Production Control Room (PCR) in electronic media function?
14. Describe the means of writing Cutline for a news photograph.

(4 x 3 = 12 weightage)

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

15. Explain the process of selection, cropping, importing and toning a photograph in newspaper lay-out.
16. Why is the clarity of language essential in news? Discuss its role in accurate and effective communication.
17. Analyze the latest trends in Pagination. Analyze the same with some leading Malayalam Newspapers.
18. Elucidate the anatomy of a newspaper's front page and explain the basic principles of page design.

(2 x 5 = 10 weightage)