

**THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022**

**(Regular/Improvement/Supplementary)**

**MASS COMMUNICATION**

**GBCJ3B04T: EDITING FOR THE PRINT**

**Time: 2 ½ Hours**

**Maximum Marks: 80**

**SECTION A: Answer the following questions. Each carries *two* marks.**

**(Ceiling 25 Marks)**

**Write short notes on:**

1. Proof Reading
2. Euphemism
3. Special Supplement
4. DTP
5. Image Editing
6. Inclusiveness
7. Gatekeeping
8. AFP
9. Hammer
10. Op-Ed
11. Caption
12. Editorial
13. News Desk
14. Stringers
15. Copyright

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 35 Marks)**

16. Briefly explain the functions of local pages in a newspaper.
17. Describe the importance of headlines.
18. Explain the factors that must be considered while handling the copies of citizen journalists.
19. Detail the responsibilities of a news editor.
20. Elucidate the need of copy editing.
21. What is a style book?
22. Explain the principles of translation in journalism.
23. Detail different types of editorial.

**SECTION C: Answer any *two* questions. Each carries *ten* marks.**

24. Discuss the function and traits of a sub editor.
25. What is a headline? Describe different types of headlines.
26. "Editing is the most challenging fact of journalism." Explain.
27. "The Prominence of photojournalism is significantly increasing in today's world; the importance of photo editing has also increased with it." Substantiate.

**(2 × 10 = 20 Marks)**