

THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023

(Regular/Improvement/Supplementary)

JOURNALISM & 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. Style sheet.
2. News conference.
3. Fact checking.
4. Kicker.
5. Skepticism.
6. Columnist.
7. Brevity.
8. Re-writing.
9. News agency.
10. Press briefing.
11. DTP.
12. Skyline.
13. Copy editing.
14. Op-ed.
15. Morgue.

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

(Ceiling 35 Marks)

16. Create a general interested news story which follows inverted pyramid format.
17. Examine the nature of a sub editor's duty.
18. What do you mean by striving for focus and accuracy in editing?
19. Prepare a letter to the editor on any topic you wish.
20. Evaluate the importance of objectivity and accuracy in editing.
21. "Headline summarizes stories". Substantiate the statement.
22. Describe the importance of cartoon in a newspaper.
23. Who is a news correspondent? Explain.

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

24. Explain the organizational structure of a news desk.
25. 'Translation of news needs special skills'. Substantiate.
26. 'A picture is worth a thousand words'. Explain the statement and examine the qualities and responsibilities of a photo journalist.
27. Evaluate the content and design of a sports page of any news paper of your choice.

(2 x 10 = 20 Marks)