

D3BMC2302

Reg. No.....

Name:

THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024

(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. Media Syndicate.
2. Gatekeeping.
3. Stringer.
4. Lede-News.
5. Kicker.
6. Scoop.
7. Op-ed page.
8. Outline.
9. False Friend.
10. Newsworthiness.
11. Slug.
12. Imprint.
13. Morgue.
14. Obit.
15. Sensationalism.

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

(Ceiling 35 marks)

16. Explain the editorial values and standards to be maintained by a news organization.
17. Delineate the structure of a news story and explain its rationale.
18. Discuss the responsibilities of the news editor in a newspaper organization.
19. Explain the basic types of headlines with examples.
20. Briefly explain the structure and personnel of the editorial department in a newspaper organization.
21. "Euphemism can shield or distort the truth". Explain this statement from the human-interest story perspective.
22. Describe the challenges of the editorial department in a news organization in selecting news.
23. Explain the important pages in a general newspaper and discuss its feature and functions.

(PTO)

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

24. "Misleading Headlines Can Lead You Astray". Discuss.
25. "Journalism is literature in a hurry". Explain from the sub-editor's viewpoint.
26. "Editors are no longer the sole arbiter of what news is and what it isn't." Discuss from the new media journalism perspective.
27. Translate the following news story into Malayalam and give a suitable headline:

DEHRADUN, OCTOBER 4: As many as 28 people are feared trapped in an avalanche that hit Draupadi's Danda-2 Mountain peak in Uttarakhand, Chief Minister Pushkar Singh Dhami said on October 4, 2022. The victims are trainees of the Nehru Mountaineering Institute of Uttarkashi. Rescue operations are underway. According to preliminary reports, an avalanche hit the team around 9 am on Tuesday.

"Information about 28 trainees of Nehru Mountaineering Institute being trapped following an avalanche in Draupadi's Danda-2 Mountain peak has been received. Rapid, relief and rescue operations underway by the district administration, National Disaster Response Force (NDRF), State Disaster Response Force (SDRF), Army and Indo-Tibetan Border Police (ITBP) personnel," Mr. Dhami said. "Rapid relief and rescue operations are being carried out by the district administration, NDRF, SDRF, Army and ITBP personnel along with the team of NIM to rescue the trainees trapped in the avalanche in Draupadi's Danda-2 Mountain peak at the earliest," tweeted the Chief Minister.

An SDRF team has been rushed from Sahastradhara helipad in Dehradun for the rescue work. Mr. Dhami said that he has spoken to Defence Minister Rajnath Singh and requested for help from the Army to speed up the rescue operation. "He has assured us to give every possible help from the Centre. A rescue operation is being conducted to bring out everyone," Mr. Dhami said.

Meanwhile, Defence Minister Rajnath Singh also took to Twitter and expressed his anguish to the loss of lives and consoled the bereaved families who lost their family members. However, there is no official word on any loss of life yet.

"Deeply anguished by the loss of precious lives due to landslide which has struck the mountaineering expedition carried out by the Nehru Mountaineering Institute in Uttarkashi. My condolences to the bereaved families who have lost their loved ones," Mr. Singh said in a tweet. "Spoke to CM Uttarakhand, Shri @PushkarDhami and took stock of the situation. Rescue operations are underway to help the mountaineers who are still trapped. I have instructed the IAF to mount the rescue and relief ops. Praying for everyone's safety and well-being," he added.

(2 × 10 = 20 Marks)