THIRD SEMESTER BA DEGREE EXAMINATION
(Career Related First Degree Programme under CBCSS 2014 Adm.)

Group 2 (a) : MALAYALAM AND MASS COMMUNICATION

VOCATIONAL COURSE-IV
MX 1372 EDITING

MODEL QUESTION PAPER

- Time: 3 Hours     Maximum: 80 MARKS

I. Write answer in one word or maximum two sentences to the following:-

1) Byline
2) Caption
3) Dateline
4) Editorial
5) Embargo
6) Exclusive
7) Lead
8) Morgue
9) Filler
10) Slug

(1x10=10 Marks)

II. Write short answers to eight questions each in about 60 words

11) Explain the role of News Editor
12) Discuss the different types of Editorials
13) Explain the importance of Letters to The Editor
14) What is column and columnist
15) Write a brief note on press release
16) Explain investigative journalism
17) Analyse the role of News Agencies in India
18) Discuss the role of Chief Sub Editor
19) What is Style book and what is its importance
20) Explain what is a feature
21) what are editing softwares
22) Explain Blurb

(8x2=16 Marks)

III. Give short essay type answer to any six questions.

23) Write an essay on newsroom operations
24) Visual impact plays a big role in the making of a newspaper explains.
25) Examine the organizational set up of a newspaper
26) Most useful person in newspaper office is one who edits. comment
27) Cartoons are editorial in pictures. Discuss.
28) What are the different types of headlines. explain its importance
29) The sub editor has been described as the unsung hero of a newspaper. why?
30) What are the different story structures

(6x4=24 Marks)

IV. Write long essays to any two questions

31) Describe the editing process
32) What are the principles of a page design of a newspaper
33) Differentiate between editing a new story and a feature
34) Explain the organizational structure of an editorial department

(2x15=30 Marks)