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Reg. No. :

Name :

Third Semester B.A. Degree Examination, February 2024

Career Related First Degree Programme under CBCSS

Group 2(a) Malayalam and Mass Communication

Vocational Course IV

MX 1372 : EDITING

(2021 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the following in **one** or **two** words or in **one** or **two** sentence.

1. Bleed
2. Typefaces
3. Editors Guild of India
4. Managing Editor
5. Proof reading
6. Balance
7. Gutter
8. Quark Express
9. Comic strip
10. Mood editorial

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** questions **each** in **60** words.

11. Discuss the functions of news editing.
12. What is a news room?
13. Discuss the process of wire copy editing.
14. Discuss the role of editors in assuring the quality of the newspaper.
15. What are the elements of a newspaper page?
16. What are major differences between traditional and modern page-makeup?
17. Differentiate captions and cutlines.
18. Discuss the role of photo editor.
19. Write a brief note on the use of infographics.
20. What is the significance of letters to the editor.
21. Explain the term copy fitting.
22. Explain the concept page design.

(8 × 2 = 16 Marks)

III. Answer any **six** questions **each** in about **120** words.

23. Discuss how the editorial team ensure the visual quality of the newspaper.
24. Explain the functions of a News editor.
25. Discuss the principles of headline writing.
26. Explain the different principles of page design.
27. Discuss the editorial responsibilities of chief editor.
28. Analyse the importance of language in news.

29. Discuss the differences in newspaper and TV news editing.
30. Explain the various picture editing process.
31. Discuss in detail the editorial planning in a news desk.

(6 × 4 = 24 Marks)

IV. Write long essays on any **two** of the following.

32. "News Editor is the show runner of the Newspaper". Elaborate the statement.
33. Discuss about the steps involved in the page make-up.
34. Describe the organization of a newspaper's newsroom and list the roles that each important person plays.
35. Attempt an editorial on the significance of media literacy in the wake of rapid growth of fake news over social media.

(2 × 15 = 30 Marks)