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R – 2318

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, July 2023

First Degree Programme under CBCSS

Journalism

Complementary Course for English

CJ 1431 : BASICS OF NEWS EDITING

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions, each in a word or a maximum of **30** words.

1. Bleed
2. Serif Fonts
3. Centred headline
4. Byline
5. Name a software used for pagination
6. Kicker

P.T.O.

7. Ear Panels
8. News hole
9. Embargo
10. Editorial cartoon

(10 × 1 = 10 Marks)

SECTION – B

Write short notes, each not exceeding **60** words, on any **eight** of the following.

11. Middle
12. Harold Evans
13. Copy Tasting
14. Reader's Editor
15. Op-Ed page
16. Columnist
17. Editor's guild
18. Leader writer
19. Berliner
20. proof reader

21. Morgue
22. White space

(8 × 2 = 16 Marks)

SECTION – C

Write short essays. Each not exceeding **120** words, on any **six** of the following.

23. Explain the importance of style book in a newspaper?
24. Explain the various formats of newspapers in terms of paper sizes.
25. "Editorial is the voice of the newspaper". Discuss.
26. Explain the importance of Letters to Editor.
27. What are the roles and responsibilities of a news editor?
28. What are the objectives of copy editing?
29. Explain the term gatekeeping.
30. Explain the different types of headlines.
31. Prepare headlines for the following stories:
 - (a) **Tokyo** : An 83 - year - old yachtsman arrived in here early Saturday morning after a solo, non-stop trip across the Pacific, becoming the oldest person ever to achieve the feat. Famed ocean adventurer Kenichi Horie's arrival in the Kii Strait off western Japan capped a two-month trip that started from a yacht harbour in San Francisco in March.

- (b) **Thiruvananthapuram** : President Ram Nath Kovind, arrived in Thiruvananthapuram to inaugurate the National Women Legislator's Conference hosted by the Kerala Legislative Assembly on Wednesday. Women MPs, MLAs, Speakers, Ministers and Deputy speakers from across the country will participate in the mega event. The conference is on Thursday.

(6 × 4 = 24 Marks)

SECTION – D

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

32. "Translation is an important task to be performed at newsrooms of regional language dailies" Discuss the important aspects to be taken care of while translating news stories.
33. "Clickbait headlines which sensationalises or misleads in order to attract traffic to a webpage are prevalent in online new media." Discuss the features of newspaper headlines in comparison with headlines that appear in online media.
34. Draw a chart and explain the hierarchy and duties of various functionaries of a news desk.
35. "Newspaper design not merely the process of making newspaper attractive, but a scientific management of its content", Discuss the principles of newspaper design.

(2 × 15 = 30 Marks)