

Reg. No. :

Name :

Third Semester B.A. Degree Examination, August 2022

First Degree Programme under CBCSS

Double Main Programme

Economics and Media Studies / English and Media Studies

Core Course

ECM/ENM 1341 : PRINT MEDIA PRACTICES II

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the following questions in one word or maximum two sentences.

1. _____ is the part of a news story where place and date of occurrence mentioned.
2. What is the term used to news library?
3. Condensing a story is generally referred to _____ in the newspaper offices.
4. One-or two-word small headline appearing on the left-hand top of the story is _____
5. The main headline on the top of a page covering all columns is known as _____
6. Removing unwanted area of picture is called _____

7. Letters to the editor are included in _____ page.
8. _____ is copy and pictures running over two pages in the middle of the newspaper.
9. What is a middle?
10. Imprint line.

(10 × 1 = 10 Marks)

II. Answer any **eight** questions from the following in a paragraph.

11. Style book.
12. Sub editor.
13. Accuracy.
14. Copy testing.
15. Broadsheet.
16. Newsroom.
17. Blurb.
18. Caption.
19. Deadline.
20. Crossline.
21. Eye Brow.
22. Deck.
23. Flush left.
24. Edition.



25. Dummy.

26. Sidebar.

(8 × 2 = 16 Marks)

III. Answer any **six** questions from the following in not less than 120 words.

27. What are the qualities of a news editor?

28. Explain the types of headlines with suitable examples.

29. What is picture editing?

30. Explain the basic formats of newspaper.

31. Explain last city edition.

32. Explain circus make up with suitable examples.

33. What is proof reading? What is the relevance of proof reading today?

34. What do you mean by the visual quality of a newspaper?

35. What is typography? Explain with details.

36. "A headline the heads a report high lightening the news in it" - Does it convey the real meaning of headline.

37. What are the major principles of copy editing?

38. What are the major principles of page design?

(6 × 4 = 24 Marks)

IV. Answer any **two** questions from the following.

39. You have been given the charge of Sunday Magazine section of a daily from Kerala. Describe your plans to make it more attractive.

40. Discuss the role and responsibilities of the functionaries in newspaper production.



41. Why newspaper page make-up is giving so much importance on application of technology? Explain in detail.
42. Every media follows a definite policy for editing news. What is your opinion?
43. Discuss the front page make up of two leading newspapers in India.
44. What is the role of a graphic editor in a newspaper? Explain with examples.

(2 × 15 = 30 Marks)

