



Reg. No. :

Name :

Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme under CBCSS)

Group 2(a)

Malayalam and Mass Communication

Vocational Course – IV

MX 1372 : EDITING

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer in **one** word or a maximum of **two** sentences to the following :

- 1) Intro
- 2) Lead
- 3) Anchor
- 4) Box
- 5) Wire copy
- 6) FOC
- 7) Catch line
- 8) Slug
- 9) Caption
- 10) Bit.

(1x10=10 Marks)

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

- 11) Explain the difference of photograph and Infograph.
- 12) What are the essential ingredients of an Intro ?
- 13) What is side story ?



- 14) Discuss the advantage of a foot box.
- 15) What is a sweet story ?
- 16) Write a brief note on Editorial Policy.
- 17) What is readers column ?
- 18) Analyse the importance of news schedule.
- 19) Write a note on editorials.
- 20) What is photo feature ?
- 21) Discuss the advantage of inverted pyramid style.
- 22) Which are the main English news agencies ?

(8×2=16 Marks)

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

- 23) What are the Ingredients of news ?
- 24) Qualities of an investigative Reporter.
- 25) What is mood story ?
- 26) Prepare a note on blurbs.
- 27) Has news-break become a thing of the past for newspapers. Evaluate.
- 28) What is meant by shelf life in journalistic parlour ?
- 29) Does an editorial mould public opinion ? Discuss.
- 30) Write a note on pocket cartoons with examples.
- 31) Newspapers are called fourth estate. Why ?

(6×4=24 Marks)

IV. Write long essay to **any two** questions :

- 32) Describe the functions of a News Editor.
- 33) What are the principles of headline writing ?
- 34) Elaborate the functions of Sub Editor.
- 35) Discuss the types of page make up.

(2×15=30 Marks)