

Reg. No. :

Name :

Third Semester B.A. Degree Examination, July 2023

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 Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. Mandatory deadline for the release of a story is called _____
2. An advertisement written in the style of a news item is _____
3. 'XXX' in a news copy denotes _____
4. One line copy that describes the illustration, drawing or photograph is known as _____
5. _____ is a press run of a publication for one day.
6. What is screamer headline?
7. What is bulldog edition?
8. Explain credit line.
9. Dateline
10. Drop line

(10 × 1 = 10 Marks)

P.T.O.



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

11. Rewriting
12. Column
13. City editor
14. Nameplate
15. News Agency copy
16. Teleprinter
17. Editorial
18. Teaser
19. Guest editor
20. Fact checking
21. Balance and fairness
22. Ears
23. Press release
24. Editing
25. Layout
26. Attribution

(8 × 2 = 16 Marks)

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

27. What is schedule? Explain in detail.
28. Explain the role of a news editor.



29. What is morning news conference?
30. How to write a headline? Explain in detail.
31. How to condense a news story?
32. How to translate a news report?
33. What are the four stages of news editing?
34. What are the points to be kept in mind while editing the lead?
35. What is the role of a photo editor?
36. What is balance make up?
37. "Editing is necessary to make the news pictures more meaningful"-Explain.
38. "The most useful man of newspaper is one who can edit" Explain your view point.

(6 × 4 = 24 Marks)

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

39. What are the different stages of editing? Explain in detail.
40. Explain the roles of the different editorial staff in a news organization.
41. Explain the role of infographics in news editing with suitable examples.
42. Explain the pagination software. How much they helpful in making a newspaper?
43. Explain the difference between print editing and online editing.
44. Explain the layout differences of two leading newspapers in Malayalam.

(2 × 15 = 30 Marks)



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