



QP CODE: 23104378



23104378

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, JANUARY 2023**

**Third Semester**

B.A Mass Communication and Journalism Model I

**Core Course - MC3CRT13 - EDITING, DESIGN AND PAGINATION FOR PRINT**

2017 Admission Onwards

4EE5144A

Time: 3 Hours

Max. Marks : 80

*core*

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define moffusil desk.
2. Explain the term 'tablodisation'.
3. Explain the term 'cuttings'.
4. Explain the term 'Flattened image' in Adobe Photoshop.
5. Define strap line.
6. Identify any two notable columns appearing in any Indian daily newspapers.
7. Define the term 'colour piece'.
8. Explain the objective of 'editorials' in newspapers.
9. Define grid.
10. Define copy control sheet.
11. Define grayscale.
12. Identify the personality 'Abu Abhraham'.

(10×2=20)

**Part B**

*Answer any **six** questions.*





*Each question carries 5 marks.*

13. Explain the concept 'yellow journalism'.
14. Examine the use of house style in newspapers.
15. Describe the features of Corel draw.
16. List any four selection tools in Adobe Photoshop and their uses.
17. Distinguish between a feature and news story.
18. Describe the nature of middles in newspapers.
19. Distinguish typography and calligraphy.
20. Distinguish between wraparounds and skews.
21. Explain the use of infographics in the sports page of a newspaper.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries 15 marks.*

22. Describe the structure of a newspaper organisation.
23. Describe the functions of reader's editor with examples.
24. List the different styles of headlines with examples.
25. Rate the use of different types of fonts and design elements in newspapers.

(2×15=30)

