



22100713

QP CODE: 22100713

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Third Semester

B.A Mass Communication and Journalism Model I

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

2017 Admission Onwards

0CCB2499

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Identify the personality 'P. Sainath'.
2. Identify the current editor -in -chief of 'The Hindu' newspaper.
3. Define the term 'dingbats'.
4. Define the term 'resolution'.
5. Define inverted pyramid headline.
6. Identify the personality 'Shobhaa De'.
7. Define the term 'soft news'.
8. Explain the purpose of 'letter to the editor'.
9. Define serif fonts.
10. Define double truck.
11. Define drop caps.
12. Define the term 'infographics'.

(10×2=20)





Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss the role of wire editor in newspapers.
14. Discuss the need of open house in newspapers.
15. Describe the features of Adobe Photoshop.
16. Describe the use of blending mode in Adobe Photoshop.
17. List various measures to avoid ambiguity in headlines.
18. Compare headlines styles of any two notable Indian daily newspapers.
19. Make a note on the edit page design of a newspaper.
20. Discuss on the use of photographs in sports page.
21. Discuss the functions of caricatures in newspapers.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Illustrate the process of offset printing.
23. Describe various steps involved in editing a news story.
24. Describe the importance of using style book in newspaper design.
25. Make a critique on the pattern of editorial writing in mainstream newspapers.

(2×15=30)

