

C 5311

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Name.....

Reg. No.....

**FOURTH SEMESTER B.A. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, MAY 2016**

(UG—CCSS)

Complementary Course

JCC 104—NEWS REPORTING AND EDITING

Time : Three Hours

Maximum : 30 Weightage

Part A

I. Answer any *twelve* questions, each not exceeding 50 words. Each question carries 1 weightage :

- 1 Style book.
- 2 UNI.
- 3 5 Ws and 1 H.
- 4 Profile feature.
- 5 Editorials.
- 6 Beats.
- 7 Photo caption.
- 8 Ear panels.
- 9 Skyline.
- 10 Sacred cow.
- 11 Soft news.
- 12 Press Council.
- 13 Wage boards.
- 14 Banner.
- 15 Source book.
- 16 Ombudman.

(12 × 1 = 12 weightage)

Part B

II. Answer any *five* questions, each not exceeding 150 words. Each question carries 2 weightage :

- 17 Differentiate between News writing, Feature writing and Opinion writing.
- 18 What are the salient features of layout and design in a newspaper ?
- 19 What are the different kinds of headlines ?
- 20 Why is style book a major factor in editing the copy ?

Turn over

- 21 Critically analyze the role and importance of an editorial in a newspaper in the recent times.
- 22 Discuss the role of a photographer in a newspaper.
- 23 Draw a chart of the editorial hierarchy in a newspaper office.
- 24 How is writing for Television different from that of Print media ? Illustrate with examples.

(5 × 2 = 10 weightage)

Part C

III. Answer any *two* questions, each not exceeding 450 words. Each question carries 4 weightage :

- 25 Narrate the importance of graphics in page layout.
- 26 How would you assess the newsworthiness of an event ? Illustrate with examples.
- 27 What is interviewing ? How do you prepare yourself to interview the Prime Minister ?
- 28 Write an editorial critically examining the E-governance scheme of Kerala Government.

(2 × 4 = 8 weightage)