

PG Odd Semester (CBCS) Exam., December—2016

JOURNALISM AND MASS COMMUNICATION

(1st Semester)

Course No. : JMCCC-104

(Editing and Designing for Print Media)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

1. (a) Newsman's English is different from other types of usage. Explain. 7
- (b) "A style sheet reflects the personality of a newspaper." Elaborate the statement with examples. 7

OR

2. (a) Identify the differences between the following (any four) : 8
- (i) Allusion and Reference
- (ii) Cyclone and Typhoon
- (iii) Pupil and Student
- (iv) Bale and Bail
- (v) Coiffure and Coiffeur
- (b) What grammatical aspects should a sub-editor focus on while editing a copy? 6

UNIT—II

3. (a) How do you check facts while editing a news copy? Give examples. 7
- (b) What is tight editing? Discuss with example. 7

OR

4. (a) Describe the style aspect of writing news headline. 6
- (b) Write on the need for subheads in lengthy stories. Give examples. 8

(3)

UNIT—III

5. (a) Differentiate between magazine editing and newspaper editing. 7
- (b) Identify the sources of contents for magazines. 7

OR

6. (a) Explain the following : 7
- (i) Modern-type faces
- (ii) Old-type faces
- (b) What are the principles of good typography? 7

UNIT—IV

7. (a) What is newspaper design? Discuss the function of newspaper design. 7
- (b) What do you mean by 'identity of newspaper'? Discuss. 7

OR

8. (a) Discuss the importance of page layouts in print media. 7
- (b) Elaborate various types of layout that are available in print media. 7

(4)

UNIT—V

9. Write short notes on any *two* of the following : 7×2=14
- (a) Text composition
- (b) Offset printing
- (c) Proof reading
- (d) Page maker
