

**PG Odd Semester Examination, 2022**

**JOURNALISM & MASS COMMUNICATION**

(1st Semester)

Course No.: JMCC-104 (O)

**(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.  
Answer any five questions taking one from each unit.*

**UNIT-I**

1. (a) What are the principles of good writing?  
Discuss. 7
- (b) 'Readability important for newspaper writing'-  
Explain. 7
2. (a) Identify the difference between the following  
(any four) : 2x4=8
  - (i) Human and Humane
  - (ii) Right and Rite
  - (iii) Complement and Compliment
  - (iv) Stature and Status
  - (v) Principal and Principle
- (b) Briefly explain what is gender sensitive editing  
with an example. 6

## UNIT-II

3. (a) Briefly discuss the structure and function of newsroom of a newspaper with the help of a suitable diagram. 7
- (b) What is copy editing? Briefly explain the various responsibilities of a copy editor. 7
4. (a) Mention the various principles of editing. What exactly does editing do to a news story. 7
- (b) Mention the differences of editing in hard and soft news story. 7

## UNIT-III

5. (a) Define headline. 6
- (b) What are the purposes and functions of headline? 8
6. (a) What is the old system of counting the head? 6
- (b) Briefly discuss how computers have changed the system of 'counting the head'. 8

## UNIT-IV

7. (a) Briefly summarize the principle of editing magazine. 7
- (b) Discuss the key elements of magazines headlines. 7
8. (a) Briefly delineate the point systems of typography. 7
- (b) Briefly discuss how type styles are traditionally sorted into races and families.

## UNIT-V

9. (a) What do you understand by newspaper design? Discuss its various function. 7
- (b) Mention the elements of newspaper design with the help of layout diagram of the front page of broadsheet newspaper. 7
10. (a) Discuss the differences between broadsheet and tabloid newspaper. 7
- (b) Write short notes on any of the following topics:  
3½x2=7
- (i) Reading habits and page design
- (ii) Layout and identity of newspaper
- (iii) Importance of layout
- (iv) Photo editing

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