No. of Printed Pages—4

416 (EDT)

[16–HDGKACRM–M2]

MMC 2nd Semester Exam., 2016

(Code : MMC06)

Editing

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) Who is a proofreader?

(b) What is the role of a photo editor in a media organization?

(c) What is the difference between cropping and scaling?

(d) Why do we need to identify the key workers before setting up a newsroom?

(e) What does the 'imprint line' in a newspaper signify?

(f) What is a hammer headline? Give an example.

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) What are the determinants of news values?

(b) What is editing? What is the importance of copy editing?

(c) What are the responsibilities of a sub-editor in a newspaper organization?

(d) Why does the editor of a newspaper need to adhere to the ethics of journalism?

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Discuss the newsroom set up of a newspaper organization with the help of a flowchart.

(b) Why is lead said to be the most important part of a news story? What are different types of lead?

(c) Why is a page layout considered one of the most vital processes in newspaper production? How does it differ from page make-up?

(d) What is the procedure for editing a wire copy?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Select a feature film in any language and write a review of that film by emphasizing on the following points :

- Including the name of the film along with the cast and the director
- Focussing on the content of the film by introducing the protagonists with their respective roles
- Highlighting on some of the notable scenes of the film
- Giving a general impression on the story line

(b) What are the important points that must be kept in mind as far as the language of a newspaper is concerned?

(c) "The editor of a print media establishment bears the highest amount of responsibility and plays a very important role in the organization." Discuss.

(d) Give a historical overview on the growth of news agencies in India. How do the news agencies serve their clients?

(e) What are the qualities of a good photograph? How does a caption define a photograph?

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