

U.G. 2nd Semester Examination-2020**MEDIA STUDIES****[HONOURS]****Course Code : MSDH-CC-T-4**

Full Marks : 60

Time : 2½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.***Answer all the questions.**1. Answer any **ten** questions of the following:

2×10=20

- a) Who is a news editor?
- b) What is an editorial?
- c) Significance of page layout
- d) Why is house policy/editorial policy required?
- e) What is banner headline?
- f) Importance of photo caption.
- g) What is meant by deadline?
- h) What is meant by 'desk' job?
- i) What is proof reading?
- j) Write two advantages of using software for editing.

- k) What is a dummy page?
- l) How is photo editing done?
- m) Structure of Editorial Department.
- n) What is a news agency?
- o) What is Masthead in newspapers?

2. Answer any **four** questions of the following: 5×4=20

- a) Role of chief editor
- b) Need for rewriting
- c) Editing feature stories
- d) Use of images and graphics in stories
- e) Need for headlines in stories
- f) Difference between working of news agency and newspaper organization.

3. Answer any **two** questions of the following:

10×2=20

- a) Explain how a Sub-Editor can make his role a valuable one by analyzing his duties and responsibilities.
- b) What is editing? Describe the basic principles of editing a copy?
- c) Discuss the role and responsibilities of the chief editor of the newspaper. Do you feel the success of the newspaper depends heavily on the chief editor- explain.

[Turn over]

- d) Do you feel headlines play a crucial role in attracting readership? Explain. Mention the different types of headlines used by mainstream newspapers with examples.
