

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

IV SEMESTER B.A. EXAMINATIONS APRIL 2018

EDITING TECHNIQUES

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

Answer any TEN of the following questions.

(10x2=20)

1. Cross line
2. News Room
3. Editing
4. Drop line
5. Translation
6. Graphic design
7. Editor in Chief
8. Accuracy
9. Banner
10. Source language
11. Managing Editor
12. Balance & Fairness

SECTION - B

Answer any SIX of the following questions.

(6x5=30)

13. Explain the Principles and purpose of Headline
14. Explain the principals of Translation
15. Explain the elements of Graphic design in a print media and New Media
16. Write a short note on News Bureau
17. Explain the principles of Editing
18. Explain the functions of Headline
19. Explain the Principles of Re-writing

SECTION - C

Answer any TWO of the following questions.

(2x10=20)

20. Explain the importance of Graphic design and Photo selection for a print media
21. Explain Structure of Print Media News Room with a Diagram
22. Explain Types of Editors & their responsibilities with a diagram