

Exam Code: 1162
Sub. Code: 8471

2022
P.G. Diploma in Mass Communication
First Semester
PGDMC-102: Print Media

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

Q1. Attempt any five questions.

(5x4=20 marks)

- i. Write a lead that carries at least one of these news elements – human interest or magnitude, adhering to the basic structure.
- ii. What are the four most important elements a sub-editor needs to consider for editing a sports news copy?
- iii. Write two examples of a delayed lead.
- iv. Briefly discuss DTP in the context of publishing online content.
- v. What are the four most important characteristics of an editorial?
- vi. What is the importance of cultivating sources in the times of digital journalism?
- vii. What four points should be kept in mind while writing a story for the web, on the budget session in the parliament?
- viii. How important is the use of multimedia element in a news story if it's for the web? Give an example.
- ix. What key points are to be followed in editing headlines?
- x. How important is research before interviewing a person of interest in a follow up news story?

UNIT - I

Q2. As a news reporter with a national English daily newspaper, what research will you do for a story on the spike in Covid-19 cases in a state? (20)

Q3. What elements should you keep in mind while preparing interview questions for the family of a rape victim? (20)

UNIT - II

Q4. Write an analytical piece on the Farm Laws Repeal Bill, incorporating political fragmentation and socio-economic factors. (20)

Q5. What research will you undertake for interviewing a sportsperson winning in a category in the Paralympics 2021 games. Write ten interview questions. (20)

P.T.O.

(2)

UNIT - III

Q6. What is the importance of editing in a newsroom? With digital newsrooms and shorter time periods of posting news stories online, do you think editing has taken a back seat? Justify with examples. (20)

Q7. Write a 500-word news story in the inverted pyramid or nut graf format, with the elements of human interest and magnitude. Include a headline and/or shoulder, lead, byline, and an example of a possible picture to go with the story. (20)

UNIT - IV

Q8. What preparation will you make and research will you undertake for a story to be published as a three-part series on a drought affected village in the country? The story is meant for the Sunday edition centerspread of a national daily newspaper. (20)

Q9. As a reporter with a news website in the tech beat, you are to interview the CEO of a tech company. Which interview technique will you follow? Write five appropriate interview questions for this scenario, and three follow up questions. (20)

X-X-X