

**Exam.Code:1163**

**Sub. Code: 8475**

**1059**

**P.G. Diploma in Mass Communication**

**Second Semester**

**PGDMC-107: 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**

**I. Attempt any five of the following in about 75-100 words each:-**

- a) News values
- b) Chief Subeditor
- c) Dummy page
- d) Page makeup
- e) Infographics
- f) Law of Obscenity
- g) Contempt of Legislature
- h) Picture cropping
- i) Right to Information Act
- j) Tabloid

**(5x4)**

**UNIT – I**

**II. Explain the organizational structure of the editorial department of a newspaper. What is the importance of the editorial department of a newspaper? (20)**

**III. Discuss the functions and role of a News Editor of a newspaper. (20)**

**UNIT – II**

**IV. What is a Headline? With suitable examples explain the different kinds of headlines used in a newspaper. (20)**

**V. Describe the criteria for selecting photographs and pictures for a newspaper. What are the do's and don'ts for caption writing? (20)**

**UNIT – III**

**VI. 'A journalist must follow ethical norms'. In the light of this statement, discuss with appropriate examples, the ethical challenges being faced by journalists in the modern world. (20)**

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(2)

- VII. What are the norms of journalistic conduct as given by the Press Council of India? How far is the Indian media following these norms? (20)

**UNIT – IV**

- VIII. Explain the important provisions of the Copyright Act. Why are these provisions important for the practice of journalism? (20)
- IX. Write a detailed note on the Official Secrets Act. (20)

x-x-x