

1127

B.A./B.Sc.(General)-3rd Semester
Journalism & Mass Communication
Paper: Print Journalism
(In all mediums)

Time allowed: 3 Hours

Max. Marks: 70

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

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I. Attempt any seven of the following in about 50-70 words each: -

- (a) What is beat in newspaper reporting?
- (b) Human interest in feature
- (c) Banner Itheadline
- (d) 5 I's of copy editing
- (e) Types of reporting in newspaper
- (f) A good editing makes a good story: Elucidate.
- (g) Anecdotal lead
- (h) Essentials of proof reading
- (i) Sub Editor as unsung itero's: Elucidate.
- (j) Off the record & on the record reporting methods. (7×2)

UNIT – I

- II. What are different sources of information for news gathering? What is the importance of fact checking in news report? (14)
- III. A feature story is not hard news and is distinguished by the quality of the writing. Elucidate with examples. (14)

UNIT – II

- IV. Explain in detail the most frequent method for writing news stories the inverted pyramid method. (14)
- V. What is the difference between Itard News V/s News Feature? Itard news and news feature do they share some similarities ? Support your answer with examples. (14)

UNIT – III

- VI. What are different types of headlines? Used in writing news story. (14)
- VII. Besides an excellent command of language copy editors need broad general knowledge for spotting factual errors. Elucidate. (14)

UNIT – IV

- VIII. What is typography? Give a brief overview of basics of typography. (14)
- IX. What is the importance of page? Make up and design in newspaper. (14)

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(Hindi/Punjabi versions enclosed)

P.T.O.