

Exam.Code:825
Sub. Code: 6220

1125

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

I. Write short notes on any five of the following in about 75-100 words each:-

- a) Summary Lead
- b) Banner
- c) Quotation lead
- d) Masthead
- e) Plagiarism
- f) Embargo
- g) Yellow journalism
- h) DTP
- i) Hobby features
- j) Editorial and advertorials

(5x4)

UNIT- I

- II. Define news and explain news values with examples. (20)
- III. Discuss the role and responsibilities of a journalist changed over last few years. Is the change healthy? (20)

UNIT- II

- IV. How is legal knowledge essential part of principles of reporting? Discuss crime and legal reporting in this context. (20)
- V. Explain the structure of news room, discussing how the news stories filed by various reporters take final shape in a newspaper. (20)

UNIT- III

- VI. Explain the techniques of conducting an interview for print media. (20)
- VII. What is a 'feature'? How is a 'feature' different from an 'article'? (20)

UNIT- IV

- VIII. What are the essential qualities of a good sub-editor? Discuss the functions and responsibilities of sub-editors. (20)
- IX. Discuss the importance and significance of DTP. (20)

x-x-x