

1056

P.G. Diploma in Mass Communication 2nd 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.

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

- a) News Editor
- b) Dummy
- c) Journalistic conduct norms(Press Council of India)
- d) Functions of headline
- e) Caption
- f) Photo feature
- g) Cropping of pictures
- h) Copyright Act
- i) Parliamentary Privileges.
- j) Second Press Commission.

(5x4)

UNIT-I

- II. Describe the criteria for judging a news copy. On what merits should the news dest ideally approve a news story for publication in newspaper? (20)
- III. Explain the organizational structure of the editorial department of a big newspaper set-up. Also explain the role of its functionaries. (20)

UNIT-II

- IV. "A newspaper sells if it is well planned, well-designed and well made-up". Discuss the importance of page make-up in context of the above statement. (20)
- V. What are the principles of selection, editing and cropping of pictures? Also discuss the importance of pictures in the newspapers. (20)

UNIT-III

- VI. Why is the need for a code of ethics for journalists? Discuss common ethical violations by journalists, with suitable examples. (20)
- VII. Media ethics demand publication of news, views or comments relating to communal or religious issues or disputes with due caution and restraint in a democratic country like India. Comment. (20)

UNIT-IV

- VIII. Discuss the salient features of the law of defamation. (20)
- IX. What are the provisions of the Contempt of Courts Act? Discuss its importance for a journalist. (20)

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