

2053
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. Write short notes on any five of the following in about 75-100 words each:-

- a) 'A picture is worth a thousand words'. Elucidate.
- b) Difference between Kicker and Hammer headline.
- c) Unsung heroes of newspaper.
- d) Working as a journalist is not a job to be taken lightly. Elucidate.
- e) Difference between Libel and Slander.
- f) Write any two qualities of good photograph.
- g) What is a 'pix'?
- h) Difference between media law and ethics.
- i) Contempt of Court.
- j) IT Act

(10x2)

UNIT - I

II. What is the criteria for judging a news copy? Explain briefly the organizational structure of the editorial department of a news room. (10,10)

III. Explain in detail the functions of News Editor, Chief Sub- Editor and Sub Editor (20)

UNIT - II

IV. Explain in detail different kinds of headlines used in print media. Support your answer with the help of diagrams and examples. (20)

V. The photo editor has a certain vision for a theme while selecting, editing and cropping and writing of pictures. Elucidate. Does picture enhance the caption? (20)

(2)

UNIT - III

VI. What are the standard ethical principles for journalists? Support your answer with examples. (20)

VII. What are the five code of conduct to be followed by journalists as per Press Council of India? Discuss their relevance and significance in todays digitalized world. (10,10)

UNIT - IV

VIII. What is Copyright Act? Discuss its importance and need for the journalists.(10,10)

IX. Explain in detail the Law of defamation, its defences and punishment in IPC.(20)

x-x-x