

2072

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. I 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) Streamer Headline
- b) News Desk
- c) Cartoon
- d) Photo
- e) Copyright Act
- f) Letters to the editor
- g) Sub Editor
- h) Slander
- i) PCI
- j) RTI

(5x4)

UNIT - I

- II. Describe the organizational structure of the editorial department of a Newspaper? (20)
- III. Describe briefly the duties and responsibility of the chief sub editor of a daily newspaper? (20)

UNIT - II

- IV. "Headlines perform the functions of indexing, summarizing and advertising the news story". Explain. (20)
- V. "Editing is necessary to make the news picture more meaningful". Explain. (20)

UNIT - III

- VI. What do you understand by journalistic ethics? Briefly enumerate the Code of Ethics formulated by the Press Council of India. (20)

P.T.O.

(2)

- VII. What is the composition of the Press Council of India? (20)

UNIT - IV

- VIII. What is defamation? Distinguish between libel and slander? What are its exceptions? Explain. (20)
- IX. Briefly discuss the Right to Information act 2005. In what ways will this act of use to the journalist? (20)

x-x-x