

Exam Code: 1162
Sub. Code: 8471

2031
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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five of the following:-

- a) Inverted pyramid pattern
- b) Sources of news
- c) Summary lead
- d) Importance of research
- e) Education beat
- f) Editorials
- g) News analysis
- h) Preparing for interviews
- i) DTP
- j) Subbing

(5x4)

UNIT – I

- II. What is News? Discuss various news values. (20)
- III. What is a lead? Elaborate on different types of leads. (20)

UNIT – II

- IV. Write a note on role and responsibilities of reporting staff. (20)
- V. Discuss the concept of beats in reporting. (20)

UNIT – III

- VI. Why interviews are conducted? List some do's and don'ts of conducting an interview. (20)
- VII. What are features and articles? Distinguish between the two. (20)

UNIT – IV

- VIII. Do you think editing is important in Print Media? Discuss. (20)
- IX. Elaborate on editing in the era of computers. (20)

x-x-x