

Exam.Code:1163

Sub. Code: 8475

20701

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) News copy
- b) Editorial Dept.
- c) Banner headline
- d) Captions
- e) Dummy page
- f) Ethics in journalism
- g) Objectivity in news
- h) IT Act
- i) Defamation
- j) RTI Act

(5x4)

UNIT – I

- II. Explain the criteria for judging a news copy. (20)
- III. Enlist the functions of a News Editor. (20)

UNIT – II

- IV. Explain the mechanics of Headline Writing. (20)
- V. Discuss the process of editing pictures. (20)

UNIT – III

- VI. Discuss the role and responsibilities of journalist. (20)
- VII. Discuss the PCI Code of Ethics in present scenario. (20)

UNIT – IV

- VIII. Write a note on Copyright Act. (20)
- IX. Explain the law of obscenity. (20)

x-x-x