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S.Y.B.Com – Journalism

Semester IV – April 2019 Set 1

Duration 3 Hours

Marks: 100

N.B: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

3) The answers should contain appropriate and latest examples wherever necessary.

Q.1	a)		Explain the following in 2/3 sentences each:	10
		i)	<p><b>Accuracy:</b> A sub-editor should strive for accuracy. He should check and re-check his facts till he is satisfied that he has them accurate. The role of a sub-editor is to check for accuracy.</p>	
		ii)	<p><b>Fact-checking:</b> Check everything. Verify names and titles. Check dates and locations. Do the math. Check summaries of reports, data or research against the original information. Check all sources.</p>	
		iii)	<p><b>Columns:</b> There are two types of columns, and they have one thing in common - they are written by one named person and all the views expressed in that column are his or her views. It is not necessary for a column to be impartial and objective; part of its function may well be to provoke people by offering a strong or even biased point of view.</p>	
		iv)	<p><b>Film review:</b> When reviewing a film, you are advising the audience on whether it is worth going to see this film, or spend two hours of their life watching it. Make sure you: Include all the relevant detail such as film title, director, lead actors, date of release. Summarise the plot concisely, avoiding spoilers and plot twists. Don't give away the ending! Select and use short extracts/ examples to illustrate what struck you most about the film. Was a particular scene particularly funny, or poignant? Give an example of good (or bad) acting. Other aspects may be worth commenting on, for example music or special effects. Give your opinion, but always back it up with evidence. Be fair – don't write off an entire film because you disliked one actor. Make a final judgment, for example you could rate it out of five stars.</p>	
		v)	<p><b>Caption writing:</b> It is an art by itself, and it comes with experience and aptitude.</p>	
	b)		Fill in the blanks choosing the correct alternatives	05
		i)	b. Obituary	
		ii)	a. simple	
		iii)	b. Bullet points	
		iv)	b. Press release	

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	v)	a. Headline	
			<b>05</b>
	c)	Match the following:	
		<b>Column 'A'</b>	<b>Column 'B'</b>
	i)	Editor	d) Supervising the reporters
	ii)	Principle of editing	e) Removing redundancies
	iii)	Article writing	a) Objectivity
	iv)	Inverted pyramid	b) News story
	v)	Cutlines	c) Description of Photograph or illustration
Q.2	a)	Explain editorial along with its types, structure and guidelines in detail. In general, an editorial is a strongly worded opinion column that seeks to persuade or enlighten. Types – Persuasive, Explanatory or Analysis, Obituary, Endorsement Explain the structure and guidelines.	<b>20</b>
		OR	
	b) i)	Elaborate the role of a news editor. The student is supposed to write the different roles performed by an editor.	<b>10</b>
	ii)	Describe the responsibilities of sub editor. 1. editing copy, written by reporters or features writers, to remove spelling mistakes and grammatical errors 2. rewriting material so that it flows or reads better and adheres to the house style of a particular publication 3. ensuring that a story fits a particular word count by cutting or expanding material as necessary 4. writing headlines that capture the essence of the story or are clever or amusing 5. writing standfirsts or 'sells' (brief introductions, which sum up the story underneath the headline) 6. liaising with reporters, journalists and editors 7. checking facts and stories to ensure they are accurate, adhere to copyright laws, are not libelous or go against the publication's policy 8. cropping photos and deciding where to use them for best effect and writing picture captions 9. proofreading complete pages produced by other sub-editors using the main basic proofing symbols 10. working to a page plan to ensure that the right stories appear in the correct place on each page 11. laying out pages and, depending on the nature of the role, playing a part in page design 12. manipulating on-screen copy using appropriate desktop publishing software, such as Quark Express, InDesign and Photoshop 13. keeping up to date with sector issues, e.g. by reading related publications 14. Adapting all these skills for a publication's website.	<b>10</b>
Q.3	a)	Write a detailed note on the steps involved in editing a newspaper article. Read the text, fine-toothed comb, big picture, fact-checking, revise, display	<b>20</b>

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		type, replace negative with positive and few more dos.	
		OR	
	b)	Write notes on –	
	i)	Basic principles of editing Accuracy, Attribution, Balance and Fairness, Brevity, Clarity Readability, Human interest and Sharp observation	10
	ii)	Editing for detecting and correcting errors: In the process of editing, identifying and correcting errors.	10
Q.4	a)	Define feature. Describe any nine features. A feature is an opportunity to take more than a superficial look at something. It is an opportunity to explore the background to an issue, or the character of the person behind a news event. The students can write any nine features from this list - Dated features, News features, Good news features, Anniversary features, Columns, Obituaries, Trend stories, Undated features, Educational features, Food and drink, Travel, Fashion, Entertainment, Leisure	20
		OR	
	b) i)	Explain the difference between news story and feature. Explain the difference on the ground of content, intro, sources and angle, structure.	10
	ii)	Write a feature on “Artificial Intelligence”. Check if the student has followed the guidelines of writing a feature.	10
Q.5	a)	Write a detailed note on newspaper make-up. Newspaper make up includes: the Masthead, Headlines, placement of photographs and cartoons, caption writing, planning of pages, front page	20
		OR	
	b)	Write notes on-	
	i)	Headline: Your headline is the first, and perhaps only, impression you make on a prospective reader. The students are to write about technicalities involved in writing headlines.	10
	ii)	Writing a review: Reviews are a staple of journalism. Almost anything can be reviewed: music concerts, films, video games, products, books or restaurants. The aim is to offer an honest critique of the object under review, and to make a recommendation to your audience. Writing a review demands a different skill from writing a news story. Whereas in a news story, you must be objective and balanced, in a review you can be subjective, giving your opinion.	10