

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2018 – 19 Examination

Semester: 3

Subject Code: 15103201

Subject Name: Print Media: Writing & Editing

Date: 01/05/2019

Time: 10:30 am to 01:00pm

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Which is the correct spelling?
 (a) Annoience (b) Annoiance
 (c) Anoyence (d) Annoyance
2. Attribution is
 (a) Facts (c) Quoting someone
 (b) Concise writing (d) Accuracy
3. A news report should be
 (a) Factual (c) New
 (b) Informative (d) All of the above
4. is important part of background study
 (a) Reading (c) Interview
 (b) Writing (d) Conflict
5. A particular format or style followed by a publication is called its
 (a) Styling (b) Format
 (c) Style guide (d) Page set-up
6. One should not use in features
 (a) Complex words (c) Description
 (b) Technical words (d) Both a & b
7. story examines people, things or organizations that are having an impact on society
 (a) In-depth (c) Backgrounders
 (b) Trend (d) Human interest
8. What does '#' symbol stand for?
 (a) Add space (b) Delete space
 (c) Add full-stop (d) Add a hyphen
9. The bread and butter of a newspaper lies in a steady number of
 (a) Viewers (b) Subscribers
 (c) Readers (d) Sellers
10. Magazines as a general rule are more than newspapers
 (a) Descriptive (b) Light read
 (c) Advertiser-driven (d) Serious
11. Which symbol is used to mention 'use lower case'?
 (a) ^ (b) ¶
 (c) / (d) *
12. What is done as soon as the first draft of text is ready?
 (a) Proof reading (b) Editing
 (c) Typography (d) Verification
13. What is the first step for writing an editorial?
 (a) Finalising your opinion (c) Choosing a topic
 (b) Drafting an outline (d) Structure
14. One of the important aspects of writing a column is
 (a) Engaging headlines (c) Choosing correct topics
 (b) Language (d) Regularity

15. This type of headline encourages action

(a) Question (c) Command

(b) Direct (d) Indirect

16. Unlike a news report, feature accommodates of a story.

(a) Statistics (c) Facts

(b) Human interest (d) All of the above

B. Answer in Short. (Each of 01 mark)

(07)

1. Mention any five types of headlines.

2. Who can write a column and what are they called?

3. Define News

4. What is the importance of a headline?

5. Enlist the roots of good writing.

6. What are the two styles of writing news?

7. What is the importance of observation and listening skills?

Q.2 Answer the following.

A. Enlist the qualities and responsibilities of a reporter.

(04)

B. How would you cover cultural and political issues?

(04)

C. What is a column? Describe the types of columns.

(04)

OR

C. Highlight the columnist Twinkle Khanna

(04)

Q.3 Answer the following.

A. Explain the different types of headlines with examples.

(05)

B. What are the characteristics of news?

(05)

C. Describe the difference between writing for a newspaper and a magazine.

(05)

OR

C. What is a feature? Explain how can a feature story be organized.

(05)

Q.4 Answer the following.

A. The university is announcing a new course in Mass Communication under the Department of Arts.

(06)

Report a news on this.

B. Describe the sources and elements of news

(06)

C. Enlist and explain editing symbols.

(06)

OR

C. Explain interview, research and collection of data as functions of reporting.

(06)