

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

Semester:3
Subject Code: 15103201
Sub Name: Print Media: Writing and Editing

Date: 29/11/2018
Time: 10:30 am to 1:00 pm
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. This type of headline encourages action
 (a) Question (c) Command
 (b) Direct (d) Indirect
2. are not meant to deliver the news firsthand
 (a) Magazines (c) Columns
 (b) Features (d) None of the above
3. Fairness and balance is of news
 (a) Nature (c) Element
 (b) Message (d) Characteristic
4. Unlike a news report, feature accommodates of a story.
 (a) Statistics (c) Facts
 (b) Human interest (d) All of the above
5. One of the important aspects of writing a column is
 (a) Engaging headlines (c) Choosing correct topics
 (b) Language (d) Regularity
6. story examines people, things or organizations that are having an impact on society
 (a) In-depth (c) Backgrounders
 (b) Trend (d) Human interest
7. One should not use in features
 (a) Complex words (c) Description
 (b) Technical words (d) Both a & b
8. is important part of background study
 (a) Reading (c) Interview
 (b) Research (d) Conflict
9. A news report should be
 (a) Factual (c) New
 (b) Informative (d) All of the above
10. is a link between an organisation and media
 (a) Press release (c) Newsletter
 (b) Magazine (d) Newspaper
11. Police station is a source of news
 (a) True (b) False
12. Attribution is
 (a) Facts (c) Quoting someone
 (b) Concise writing (d) Accuracy
13. A particular format or style followed by a publication is called its
 (a) Styling (b) Format
 (c) Style guide (d) Page set-up
14. Which is the correct spelling?
 (a) Annoience (b) Annoiance
 (c) Anoyence (d) Annoyance

15. What does '#' symbol stand for?
(a) Add space (b) Delete space
(c) Add full-stop (d) Add a hyphen
16. The bread and butter of a newspaper lies in a steady number of
(a) Viewers (b) Subscribers
(c) Readers (d) Sellers

B. Answer the following in short.(Each of 01 mark)

(07)

1. List the roots of good writing.
2. What is a news report?
3. What is the importance of a headline?
4. What is the importance of observation and listening skills?
5. What are the two styles of writing news?
6. How do you add a colon and semicolon in a sentence?
7. Which symbol do you use if one wants to insert a missing word?

Q.2 Answer the following.

- A. Elaborate on the sources and elements of news. **(04)**
B. Write a news report on the convocation ceremony conducted by the university. **(04)**
C. Enlist the qualities and responsibilities of a reporter. **(04)**

OR

- C. Write a note on investigative type of reporting. **(04)**

Q.3 Answer the following.

- A. What is a feature? Explain how can a feature story be organized. **(05)**
B. Describe the difference between writing for a newspaper and a magazine. **(05)**
C. Explain the different types of headlines with examples. **(05)**

OR

- C. What are columns? Explain the types of columns. **(05)**

Q.4 Answer the following.

- A. What is an editorial? Explain the types and describe how can one write an editorial for newspaper. **(06)**
B. Explain interview, research and collection of data as functions of reporting. **(06)**
C. Write a feature on harbouring a hobby. **(06)**

OR

- C. Write a column of around 500 words on a topic of your choice. Name the column and mention its type and frequency. **(06)**