

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Winter Examination 2019-20

Semester: 3**Subject Code: 15103201****Subject Name: Print Media: Writing & Editing (Theory)****Date: 22/11/2019****Time: 10:30am to 01:00pm****Total Marks: 60**

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.**A. Multiple choice type questions. (Each of 0.5 mark)****(08)****1. A news report should be**

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|-------------|----------------------|
| (a) New | (c) Informative |
| (b) Factual | (d) All of the above |

2. What is done as soon as the first draft is ready?

- | | |
|-------------------|----------------|
| (a) Proof reading | (c) Editing |
| (b) Verification | (d) Typography |

3. Police station is a source of news...

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|-------------|---------------|
| (a) Correct | (c) Incorrect |
| (b) Maybe | (d) Never |

4. The bread and butter of a newspaper lie in a steady number of

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|-----------------|-------------|
| (a) Readers | (c) Sellers |
| (b) Subscribers | (d) Viewers |

5. Newspapers are driven more by than by advertisers.

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|-------------|----------------|
| (a) Sellers | (c) Audiences |
| (b) Viewers | (d) Readership |

6. This type of headline encourages action

- | | |
|--------------|--------------|
| (a) Direct | (c) Command |
| (b) Indirect | (d) Question |

7. The purpose of the editorial is to give your opinion.

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|-------------|---------------|
| (a) Correct | (c) Incorrect |
| (b) Maybe | (d) Never |

8. What does '#' symbol stand for?

- | | |
|-------------------|------------------|
| (a) Add a hyphen | (c) Add space |
| (b) Add full-stop | (d) Delete space |

9. A particular format or style followed by a publication is called its

- | | |
|-----------------|-----------------|
| (a) Style guide | (c) Page set-up |
| (b) Format | (d) Styling |

10. Attribution is

- | | |
|---------------------|---------------------|
| (a) Accuracy | (c) Concise writing |
| (b) Quoting someone | (d) Facts |

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

- (a) Human interest (c) Statistics
(b) Facts (d) All of the above

12. Column is not a recurring piece or article.

- (a) Correct (c) Incorrect
(b) Maybe (d) Never

13. “Stops Diarrhoea in 30 Minutes” Which type of headline is this?

- (a) Direct (c) Guarantee
(b) Command (d) Benefit

14. is important part of background study.

- (a) Conflict (c) Reading
(b) Interview (d) Research

15. is a link between an organisation and media.

- (a) Magazine (c) Newspaper
(b) Press release (d) Newsletter

16. One of the important aspects of writing a column is

- (a) Choosing correct topics (c) Engaging headlines
(b) Regularity (d) Language

B. Answer in short. (Each of 01 mark) (07)

1. What is a news report?
2. Mention any five types of headlines.
3. What is a human interest story?
4. What are the two styles of writing news?
5. Define News
6. List the roots of good writing.
7. What are the types of editorials?

Q.2 Answer the following.

- A. Elaborate on the sources and elements of news. (04)
B. Enlist the qualities and responsibilities of a reporter. (04)
C. Write the steps for writing an editorial. (04)

OR

- C. What does preparing good copies for newspapers and magazines mean? (04)

Q.3 Answer the following.

- A. Describe the difference between writing for a newspaper and a magazine. (05)
B. The University is announcing a new course in Mass Communication under the Department of Arts. Report news in about 300 words. (05)
C. What are features? Explain the types of features. (05)

OR

- C. Explain the different types of headlines with examples. (05)

Q.4 Answer the following in detail.

- A. Enlist and explain editing symbols. (06)
- B. Explain interview, research and collection of data as functions of reporting. (06)
- C. Write an editorial of around 500 words on E-waste. (06)

OR

- C. Write a travelogue on one of your favourite trips. (06)