



Derozio Memorial College

UGC Sponsored B.Voc in Printing and Book Publishing

Part -III Examination, 2020

Subject GE 6: Basics of Print Journalism

Time Allotted: 2 hours

Full Marks: 50

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

1. Answer any five (05) of the following :-

5X2=10

- a) What is the full form of PTI?
- b) What do you mean by 'Stop Press'?
- c) Who is Night editor?
- d) What do you mean by caption?
- e) What is news beat?
- f) What do you mean by page 3 reporting?
- g) What is Bullet Lead?
- h) What is Jump Head?

2. Write short notes on any two (2) of the followings :-

2x5=10

- a) Banner Headline.
- b) Cartoon.
- c) Sub-editor.
- d) Typography.
- e) Third editorial.

3. Answer any three (3) of the followings :-

3x10=30

- a) What is editing? What are the main aspects of editing? Discuss briefly the role of Chief Sub Editor in editing newspaper.
 - b) "The function of a lead in news is to get the readers' attention and lure them into the story"-Do you agree with this statement? Is the character of lead undergoing changes recently?
 - c) "Headlines perform the functions of indexing, summarising and advertising the news story"-Explained.
 - d) "Journalists are gatekeepers of information"-Do you agree? Does this gate keeping obstruct free flow of information?
 - e) Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples.
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