

P.G. Diploma in Mass Communication
First Semester
PGDMC-102: Print Media

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five of the following in 75 -100 word each:-

- a) News Values
- b) Inverted pyramid
- c) Crime Beat
- d) News Source
- e) Features
- f) Letters to the editor
- g) Reporter
- h) DTP
- i) Lead
- j) Cartoon

(5x4)

UNIT - I

- II. What is the definition of "News"? Describe about Elements of News. (20)
- III. What is the 5Ws and 1H in news structure? Give the example. (20)

UNIT - II

- IV. What are the beats? Describe about concept of beats with examples. (20)
- V. Explain the importance of Research in news reporting. (20)

UNIT - III

- VI. Describes the Interview. Explain the purpose and types of Interview. (20)
- VII. Importance of Editorial Page in Newspaper. Give the Details elements of editorial page with example. (20)

UNIT - IV

- VIII. What is the Significance and principles in Newspaper editing? (20)
- IX. Give the introduction to Desktop Publishing (DTP). (20)

x-x-x