

2123

B. Voc. (Media and Entertainment)

First Semester

MET-103: Print Media

Time allowed: 3 Hours

Max. Marks: 40

**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 four of the following:-

- a) Brevity
- b) Dateline
- c) News Beat
- d) Copy Editor
- e) Outline
- f) Ears
- g) Stringer
- h) Press Conference

(4x2)

### UNIT - I

- II. Define news. Explain the concept of news. How soft stories and hard stories are written in newspaper. (8)
- III. Explain how news are classified on the basis of subject, location and form. (8)

### UNIT - II

- IV. What is the style of writing news in a newspaper? Explain briefly advantages and disadvantages of Inverted Pyramid Pattern. (4,4)
- V. What do you understand by news values? Do they play significant role in selecting news for the newspaper. (4,4)

### UNIT - III

- VI. Headline is the soul of a news item which tell the readers what the story is about. Elucidate. Explain do' and don'ts of headline writing. (4,4)

P.T.O.



- VII. What is the importance of photo editing in newspaper? Explain briefly the basics of Photo editing. (4,4)

**UNIT - IV**

- VIII. Explain in detail the principles of design and its importance in newspaper. (8)
- IX. What are different types of layout in newspaper? Explain briefly advantages and disadvantage of different layouts. (4,4)

x-x-x