

2055
P.G. Diploma in Mass Communication
Second Semester
PGDMC-107: Print Media

Time allowed: 3 Hours

Max. Marks: 100

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

x-x-x

I. Write short notes on any five of the following in 75 - 100 word each:-

- a) Mofussil copy
- b) Copy marking
- c) Writing cutlines
- d) Dummy
- e) News Copy
- f) Chief Sub
- g) What is the importance of ethical codes?
- h) Contempt of Court
- i) Give the subbing symbols for the following:-
 - i) Insert
 - ii) Space
 - iii) Transpose
 - iv) Lower case
- j) What is the difference between Headline, Byline and deadline? (5x4)

UNIT - I

- II. Describe the organisational structure of the editorial department of a large daily, with the help of a flowchart. Explain in detail the functions of the news editor and Sub-editor. (20)
- III. What are the criteria for judging a News copy, and who is responsible for judging a news copy? (20)

UNIT - II

- IV. Explain the procedure for heading writing. Explain with different kinds of headlines. (20)

(2)

- V. In photo editing, explain the importance of selecting, editing and cropping the pictures. What are the ethical issues to keep in mind? (20)

UNIT - III

- VI. Describe in detail the factors interfering with professional integrity. (20)
- VII. What are the Codes of Professional Conduct framed by the Press Council of India? (20)

UNIT - IV

- VIII. What is the importance of the Right to Information Act of 2005? What are the needs addressed by it? (20)
- IX. Discuss Sections 292-294 of IPC and the Law of Obscenity. Explain its relevance in today's scenario with the help of a case study. (20)

x-x-x