

(Please write your Exam Roll No.)

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END TERM EXAMINATION

THIRD SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-203

Subject: Print Journalism-II

Time: 3 Hours

Maximum Marks:75

Note: Attempt all questions. Internal choice is indicated.

Q1. Write short notes on ANY THREE of the following
(5x3)

1. Gatekeeping
2. Page layout
3. Editing symbols
4. Letters to the editor
5. News analysis

Q2. What is editing? Explain the objectives of editing

Or

Explain in detail how are editing for newspapers, magazines and journals different from each other

(15)

Q3. What do you mean by headline? Discuss in detail, the guidelines for giving effective headlines

Or

A newspaper without visuals is like food without salt. Justify your answer with suitable example

(15)

Q4. What do you understand by style-book? Explain how important is a style-book while preparing a copy?

P.T.O.

Or

Edit the following paragraph using proof-reading symbols and give a suitable headline

the ghazal it is said originated in 6th century arabic verse. gradually this style of writing spread to persia where it became popular, It grow from being a *qasida* or verse writ ten in praise of the emperor and his noblemen to a delightfull articulation of feelings for the beloved. over six centuries, the gahzal travelled a loong distancefromIran to India; a perid that marked the begin ning of the Sultanate era and subsequently triggered cultural renaissance in the Indic region. It was popularised by sufi mystics and was sing in the courts of Musleem rulers the turks afghans and mughals shared their culture language and customs with the local people. With so many languages rubbing shoulders with each other there was the need for a lingua franca Urdu a mix of persian and pindustani brid ged the gap. Graadually poets began write verses in Urdhu and that's when ghazal captured the popular imagination in the subcontinent. Poets from different communities composed and sang beautiful couplets. Urdu poetri of which ghazal was an inseparable part bring people closer

(15)

Q5. Explain the structure of a newspaper organization with the help of a diagram

Or

Who is an editor? Explain his roles and responsibilities.

(15)
