

NOVEMBER 2017

71027/ARE6B

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN of the questions in about 30 words.

1. Which was the first Hindi-Language newspaper published in India and When?
2. What does Copyright Act 1957 Govern?
3. Determine the role of the sub-editor.
4. What did the press act of 1910 entail?
5. What is Lede?
6. How much a lede be? What must a writer's aim be?
7. Define proof reading?
8. What must a proof reader's focus be?
9. Describe the role of an editorial cartoonists.

III BA (Eng)

Journalism.

10. Credit as the precursor to the political cartoons in England is besowed on one work. Which one?
11. What was Emblematical Print on the South Sea Scheme about?
12. Determine the mechanical processes in relation to page layout creation.

PART B — (5 × 5 = 25 marks)

Answer any FIVE of the following questions
in about 200 words.

13. What were the two guidelines set for code of ethics in media?
14. What did The United Nations'1948 Universal Declaration of Human Rights State?
15. The text reporting media asks answers to five questions of lede.What are they?
16. What are the style guides referred to by proof readers?
17. What is a Grid?
18. Determine the use of a template.
19. What is Phototypesetting?

PART C — (3 × 10 = 30 marks)

Answer any THREE of the following questions
in about 500 words.

20. Elaborate upon the five core principles of journalism.
21. What are the five additional guidelines given by Hutchins commission for the press?
22. Elaborate on the three levels of proof-reader testing.
23. What alternate proofreading techniques exists as opposed to the traditional way?
24. Trace the progression of direct physical layout.