

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
 MA JOURNALISM AND MASS COMMUNICATION – I SEMESTER
 MID-SEMESTER TEST – AUGUST 2016
MC 7312: EDITING: THEORY AND PRACTICE

Time: 1 ½ Hours

Max Marks: 35

This question paper has **ONE** printed page and **THREE** parts

(Write the answers clearly, precisely, and to the point. Keep strictly to the principles of journalistic writing. Answers submitted in point form will not be marked.)

I. Answer the following.

(5X2=10)

- a. Rewrite this headline in not more than eight words.

Crime against Scheduled Castes: Steep spike in Gujarat, most number of cases in UP

- b. Rewrite this news lead in not more than 21 words.

Silicon Valley tech geniuses have been critical of Donald Trump and many including Google CEO Sundar Pichai have come out openly against the Republican presidential candidate's rhetoric against immigration while in Peter Thiel, tech entrepreneur who among other things is known as the founder of Paypal, Mr. Trump got a much-needed supporter as Mr. Thiel used his reputation as a tech pioneer and his openly gay identity to endorse Mr. Trump on the final evening of the Republican National Convention.

- c. What are the three key elements in the structure of language/writing to which editors must pay attention. (50 words)

- d. Describe the Editorial Page of a leading English newspaper. (50 words)

- e. How does layout impose hierarchy on news on the front page? (50 words)

II. What is the organisational structure of an editorial department in a newspaper? (300 words)

(1x15=15)

III. Discuss hard leads, soft leads and nut graphs. (200 words)

(1x10=10)