

Model Answers

Course: MMCJ

Semester: I

Paper: Print Media (Editing)

Subject Code: AS-2566

1. Objective type questions:

Answer key:

- A. (I) Byline
- B. (I) Box
- C. (III) Columnist
- D. (I) Hard news
- E. (I) Page making application
- F. (II) Jump
- G. (III) Eliminating a story or its part
- H. (III) Copy editors
- I. (II) Editorial page
- J. (II) Simple present tense

Descriptive type questions:

A good answer of the questions from 2 to 8 should contain the below-mentioned points.

Answers:

Q.2. Discuss the basics of copy editing with special reference to newspapers.

Answer: Copy writing is very important part of newspaper journalism wherein a copy editor is responsible for making the news reports prepared by the reporters readable, attractive and authentic. The basics that apply to copy editing especially in newspapers include:

- ⇒ **Making the news stories grammatically error-free**
- ⇒ **Checking them for adequacy**
- ⇒ **Getting the missing elements from a report**
- ⇒ **Verifying the facts and figures**

- ⇒ **Writing simple but standard language**
- ⇒ **Giving suitable headlines & sub-headlines**
- ⇒ **Authenticating the facts etc.**

Q.3. What do you mean by Planning in newspapers? Why is it important?

Answer: Planning in newspaper mean selecting the news stories, photos, graphics, articles etc. and their placement on different pages according to their significance. In today's cut-throat competition among the media houses and continuously increasing number of the newspapers being published and the increasing editions of the existing newspapers, it has become very important for the newspapers to publish every item quite attentively so that they could look better than the other newspapers and make their presence felt among the masses. And this is done only through the proper planning which happens at the editor's level of a newspaper.

Planning is important in print media for numerous reasons as mentioned below:

- ⇒ **To make the presentation of the newspaper better**
- ⇒ **For placement of the news items and photos according to their prominence**
- ⇒ **To beat the competition**
- ⇒ **To attract advertisers**
- ⇒ **To decide the content of the different pages**

Q.4. Define headline. What are different types of headlines?

Answer: Headline is the title of the news story written on the top of the story in large letters giving the summary of the report. Headlines are very important part of a news story in newspapers as they play a key role in driving the readers to read the entire story.

The different kinds of headlines used in print media are as follows:

- ⇒ **Straight headlines**
- ⇒ **Question headlines**
- ⇒ **'How to' headlines**
- ⇒ **'You' headlines**
- ⇒ **Testimonial headlines**
- ⇒ **Command headlines**
- ⇒ **Quotation headlines etc.**

Q.5. What do you mean by Page design? Explain the elements of page make-up.

Answer: Page design in print media refers to arrangements of text, images, graphics and other elements on a newspaper or a magazine page. Page designing techniques are used to customize the appearance of newspaper and magazine pages.

The different elements of page make-up include:

- ⇒ **Page margins**
- ⇒ **Columns**
- ⇒ **Images**
- ⇒ **Texts**
- ⇒ **Headlines**
- ⇒ **Sub-headlines**
- ⇒ **Captions**
- ⇒ **Masthead**
- ⇒ **Box etc.**

Q.6. Explain the concept of photo journalism. Throw light on its importance.

Answer: The concept of photo journalism refers to the practice of communicating the newsworthy information to the people through photos. Sometimes, the photos are also supplemented with some written piece of information coupled with them in newspapers and magazines. However, many a times, a photo with a caption, itself is able to effectively disseminate information to the viewers. The importance of the photo journalism could be underlined with following points:

- ⇒ **Catches viewers' attention instantly**
- ⇒ **Effective for both literate and illiterate**
- ⇒ **No language barrier – has an universal language**
- ⇒ **Determines the level of attention given to the newspaper or maganizes**
- ⇒ **A photograph speaks more than a thousand words.**

Q.7. Explain feature writing. Also discuss the art of effective feature writing.

Answer: Feature writing refers to the process of the producing stories other than the hard stories published in the newspapers and magazines which give an elaborate description of an issue, event or a personality. Such writing is generally focused on touching the human, humour, emotional aspect of an issue that can make the reader smile or create humour. At times the human-angle feature stories are pretty serious and raise sensitivity of the readers towards a particular issue.

For effective feature writing one should keep the following points in mind:

- ⇒ **Selecting the proper words for every expression**
- ⇒ **Should not be written straight like hard news**
- ⇒ **Catchy headlines**
- ⇒ **Punchy intro**
- ⇒ **Creating a story map**
- ⇒ **Touching different angles**
- ⇒ **Brainstorming the topic/idea etc.**

Q.8. Write short notes on:

(a)Cartoons (b) Designing magazine pages

Answer:

(a) Cartoons: Cartoons are drawings that offer an entertaining insight into the public mood, the underlying cultural assumptions of an age and attitude towards key events or trends of times.

- ⇒ Importance of cartoons in our daily lives
- ⇒ Role in reflecting the society
- ⇒ Providing a point a view
- ⇒ Humorous political criticism

(b) Designing magazine pages: Although magazine pages do contain as many elements as a newspaper page does, however designing a magazine page requires more creativity than the former. Since magazines are not published daily, they have a selected class of readers who read them and therefore to be able to cater to their needs the designers of the magazine pages have to think differently and creatively. The photographs and the texts used in magazine pages should be completely in sync with each other and supplement each other.

