

Reg. No. :

Name :



M 11766

First Semester M.C.J. Degree Examination, March 2006

CJ 104 : NEWS WRITING AND EDITING

Time: 3 Hours

Max. Marks: 80

Instruction : Answer questions VII and four others.

- I. Write short notes on **any five** of the following :
- a) Trim and slash.
 - b) Editorialising.
 - c) Gothic types.
 - d) Time copy.
 - e) Total design.
 - f) Circus make-up.
 - g) The 'em' and 'en'. 15
- II. 'As editing is empirical and fact centered, a sub-editor must guard himself against certain pit falls' – indicate and explain them. 15
- III. Graphically describe the organisational structure of a modern newspaper and briefly state the responsibilities of the 'think tank' of the newspaper. 15
- IV. Explain the attributes of a good headline with examples. 15
- V. It is often said, 'the popular newspapers of today are clones of television' – Discuss. 15
- VI. Briefly discuss the fundamental principles of page make-up. 15

ANNEXURE - 'A'

VII. a) Edit the following copy and put an appropriate head line.

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Feb:

NEW DELHI, ~~Feb~~ 1 (PTI) AIGNER, THE GERMAN LIFESTYLE BRAND, TODAY ANNOUNCED ITS FORAY INTO THE DOMESTIC MARKET WITH RANGE OF LEATHER ACCESSORIES AND READYMADE GARMENT. "DEMAND FOR PREMIUM GLOBALE BRANDS HA INCREASED STREDILY AMONG THE FASHION CONSCIOUS INDIAN CUSTOMERS. WE RECONGNIZE THE TREMENDOUS POTENTIAL FOR GROWTH IN THIS NICHE BUT WELL DEFINED CUSTOMER SEGMENT AND SET TO LEVERAGE THIS OPPORTUNITY THROUGH THE LAUNCH OF AIGNER SHOWRROMS HERE AND IN MUMABAI TO BEGIN WITH, "SUNIL TANEJA, DIRECTOR OF SPORTS STATION INDIA, THE EXCLUSIVE DISTRIBUTORS FOR ETIENNE AIGNER AG, SAID HERE.

BEGINNING WITH THE CAPITAL, COUPLE OF EXCLUSIVE AIGNER SHOWRROMS WOULD BE OPENED IN MUMBAI IN THE NEXT FEW MONTHS, HE TOLD REPORTERS.

AIGNER PRODUCT RANGE, WHICH INCLUDES LEATHER BAGS, SILK SCARVES AND MEN'S APPAREL, TARGETS PRIMARILY THE HIGH END MARKET. PTI OO VLC

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ANNEXURE - 'B'

b) Headline the following stories :

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(a) WASHINGTON, The US has said it was "not easy" to convince India and Pakistan to give up the right to conduct nuclear tests when Washington retained it, but said it would continue its efforts in the interests of the international community.

(20, 13, 17 counts)

(b) KOCHI, The Government will constitute commissions to evaluate the working of the Kerala, Mahatma Gandhi and Calicut Universities, according to the Education Minister, Mr. E.T. Mohammed Basheer.

The Minister disclosed this in his inaugural address at a seminar on 'International experience on University Management: its relevance for Kerala, organized by the department of Applied Economics of the Cochin University of Science and Technology recently.

(25, 24 counts)

(c) DUBAI : The Dubai Court of Cassation has ruled that a husband has the right to beat his wife in order to discipline her, a local newspaper reported on Sunday. A man may beat his wife provided the beating is not so severe as to damage her bones or deform her body. At the same time, the court ruled that a wife may ask her husband for a divorce if he injures her either by word or action. The Gulf News newspaper said that a married woman who is the subject of such a case has just been permitted to divorce her husband-DPA. (42 counts)

(d) BANGALORE: An optimised version of solid motor for the third stage of PSLV was successfully ground-tested at the ISRO's SHAR centre, Sriharikota. The major improvements in the 2-metre diameter composite third stage motor include optimisation of motor case and nozzle and increased propellant loading. With the present test, the motor with the improvement has been successfully evaluate consecutively in two ground tests. (25, 20 counts)

The high performance motor is planned to be used in the next PSLV flight for geo-synchronous transfer orbit mission, and is expected to increase the payload capability of PSLV in this orbit by about 70Kg.

The Vikram Sarabhai Space Centre, Thiruvananthapuram, the lead centre for the launch vehicle systems, is responsible for the design and development of high performance solid motor.

The SHAR centre is responsible for activities related to propellant casting, motor assemble, and static testing.

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