

C 81062

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2020

Mass Communication and Journalism

JOU 4B 05—DESIGN AND PAGINATION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions each not exceeding 50 words.

Each question carries 3 marks.

1. Quark Xpress.
2. Edit Page.
3. Modular make up.
4. White space.
5. Mortise.
6. Info graphics.
7. Caricature.
8. Reverse headline.
9. Cropping.

(5 × 3 = 15 marks)

Part B

Answer any seven questions each not exceeding 100 words.

Each question carries 5 marks.

10. Elaborate the concept of news package.
11. Explain the process of computerised pagination.
12. Distinguish between traditional and contemporary make up design.
13. Sports pages are the most vibrant page of a newspaper. Explain.
14. Describe the characteristics of magazine covers. Also compare them with the front pages of newspapers.
15. Flexibility is essential in newspaper make up in accommodating news breaks. Elucidate.
16. Placing and positioning news stories in pages need an extra vigilance and news sense. Comment.
17. What are the photo editing techniques involved in newspaper design ?
18. Uncontrolled news flow and urge to timely updations demand a vigilant editing and designing faculty. Describe.

Turn over

19. News packages and special pull outs are the contemporary trends in print journalism. Elucidate citing examples.
20. Sunday pages are nothing but miniature models of magazine journalism. Explain.
21. Analyse the form and content of the editorial page of any newspaper of your choice.

(7 × 5 = 35 marks)

Part C

Answer any two questions each not exceeding 400 words.

Each question carries 15 marks.

22. Explain the principles of artistic design of a newspaper and describe the importance of each of its components.
23. An editor with sense of visualisation of events is a must to compete with Television. Elucidate citing events with which newspapers successfully faced the challenges of Television news.
24. Discuss the advantages of computerised paginations and write short notes on : 1) In design ; 2) Page maker ; 3) Photoshop ; and 4) Illustrator.
25. Prepare a dummy of a special page with a news package on the theme of rain havoc across the state with the following tips : —

- (i) A lead story.
- (ii) Three side stories.
- (iii) 2 photographs.
- (iv) One Infographics.
- (v) An advertising 15 × 3 in size.

(2 × 15 = 30 marks)