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Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2025**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 03—EDITING NEWS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- a) Copy tasting.
- b) Objectivity in news.
- c) Editorial Cartoon.
- d) Sub Editor.
- e) Wire Editor.
- f) Op-ed page.
- e) Advocacy editorial.
- f) Style book.
- g) Media bias.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- a) How do news editing principles ensure quality of the news ?
- b) Analyze the role of technology in transforming traditional news editing functions.
- c) How does the editorial page serves as the voice of a publication, and what factors influence its content ?
- d) Discuss the psychological and linguistic factors that make a headline impactful and engaging.

Turn over

- e) Explain how the editing process adapt to cater to niche audiences in specialized magazines.
- f) Discuss the principles of newsworthiness and their application in the news selection process at the edit desk.
- g) Discuss the importance of visual hierarchy and white space in effective newspaper design.

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- a) Discuss the contemporary trends in printing technology.
- b) Analyze the role of infographics and data visualization in enhancing the audience's understanding of complex information.
- c) Discuss the challenges and opportunities of integrating print newspapers with digital platforms.
- d) Critically analyse the relationship between editorials and public opinion, and how editorial writing influences societal discourse.

(2 × 5 = 10 weightage)