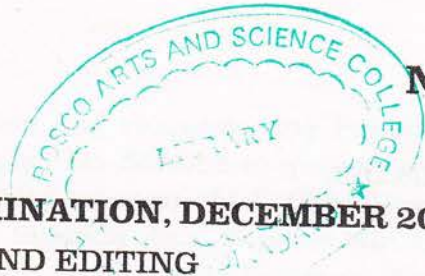


Reg No. :

(3 Pages)

N 9695

Name :



FIRST SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2004

CJ 104 - NEWS WRITING AND EDITING

Time : Three Hours

Maximum : 80 Marks

Answer question No. VII and four others.

1. Write short notes on any five of the following :

(15 marks)

- (a) Time copy. : *without deadline; can be run at any time*
- (b) Syndicate. : *orga. selling features - - .*
- (c) Double truck.
- (d) Page brightners.
- (e) Head schedule.
- (f) Modular make-up.
- (g) On-line.

2. Describe the news room functions in a modern newspaper.

(15 marks)

3. Why editing ? List the fundamental problems that sub-editors are expected to solve.

(15 marks)

4. "Headlines more often than not reflect the creativity of those who write". Explain with examples.

(15 marks)

5. Briefly state the categories of photographs and the do's and don'ts to be observed in writing cut lines and captions.

(15 marks)

6. Bring out the differences between Circus make-up and Grid make-up.

(15 marks)

7. (a) Edit the copy in Annexure I and suggest a suitable headline.

(10 marks)

(b) Headline the leads in Annexure II.

(10 marks)

Turn over

Annexure I

0904135/DEL

09041412

NNNN

ZCZC

PRI JNT ESPL ECO

.CHICAGO FESS

CONDOMS

Chicago, Sept 4 (AP) : The Female Health Company, the manufacturer of the world's only female condom, said it had signed a deal with an Indian company to market and distribute its product on the subcontinent.

Preliminary feedback from the acceptability studies was "favourable", said Mary Ann Leeper, president of the Chicago-based company.

Leeper said she expects to ship up to one million units initially, most of which will probably be distributed to state health agencies and aid agencies.

"This isn't a product you can just put on the shelf. It requires an education programme", she explained.

In 2002, the company sold 12.5 million condoms, approximately 85 per cent of which were shipped to countries in the developing world, including Brazil, South Africa, Namibia, Zimbabwe, Zambia and Botswana.

The deal with Hindustan Latex Ltd, India's leading male condom manufacturer, paves the way for the US company to broaden distribution of its product in India where reportedly about four million people are infected with the HIV virus.

The two companies have been collaborating since late 2001 on pilot projects involving the distribution of free condoms to women in Kerala, Andhra Pradesh and Maharashtra at health clinics run by aid agencies. (AFP).

Annexure II

Kochi, June 26 : The Central Electricity Act-2003 will be implemented to pull out cashtrapped. State Electricity Boards (SEB) from crisis, the Union Minister for Power, P.M. Sayeed, told reporters at the Cochin International Airport at Nedumbassery near here on Friday. There was no question of reviewing the Act, which was to come into effect by July 10, he said. However, 13 States, including Kerala and West Bengal, had sought more time to implement the Act, which had been allowed. Stringent measures were proposed in the Act against those found guilty of power theft, he said.

Mr. Sayeed said the power sector will be opened up for private investment and measures in this direction were pursued vigorously.

Islamabad, June 26: Ending weeks of speculation and suspense, the Pakistan Prime Minister, Mir Zafarullah Khan Jamali, tonight announced his decision to quit office and proposed the name of the Pakistan Muslim League (Quaid-e-Azam) chief, Chaudhary Shujat Hussain, as his successor as an interim arrangement. Shaukat Aziz, Finance Minister in the Jamali Government, will succeed him once he is elected to the Lower House of the National Assembly.

Lisbon, June 26: Attendance at Euro 2004 is about to crack the 1 million mark. Attendance through the first two quarterfinals is 943, 345. The magic number is likely to be passed on Sunday in Porto when the Czech Republic faces Denmark at 50,000-seat Dragao stadium.

Mumbai, June 26: After witnessing a decline in the past two weeks, India's foreign exchange reserves rose by \$587 million to \$119.932 billion mark for the week ended 18.

Foreign exchange assets were up by \$587 million at \$114.659 billion during the period under review, according to the Reserve Bank of India's weekly statistical supplement released here today. Analysts said revaluation international currencies and fresh inflows led to this growth in reserves.

Washington : An animal in the United States tested positive in a preliminary screening test for mad cow disease, Agriculture Department officials said. John Clifford, deputy administrator of USDA veterinary services, said officials learned of the "inconclusive" test result late on Friday. The carcass is being sent to USDA National Veterinary Laboratory in Ames, Iowa, for additional tests. Results are expected in four to seven days. Mr. Clifford declined to say whether the animal was a cow, bull or steer or identify its location until testing is complete, noting that it is "very likely" final testing could turn up negative - AP