



K17P 1567

Reg. No. :

Name :

First Semester M.C.J. Degree (Reg./Suppl./Imp.) Examination, October 2017
(2016 Admission Onwards)
MCJ IC 03 : EDITING FOR NEWSPAPERS

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Answer question 1 and **four** others.
2) **All** questions carry **equal** marks.

I. Write short notes on **any four** of the following :

- 1) Quadrant layout
- 2) Typography
- 3) Bureau
- 4) Gate keeper
- 5) Screamer
- 6) Leading.

II. "The Editorial Desk is the nerve center of a newsroom". Explain.

III. Critically analyse the content in the editorial page of two Malayalam dailies.

IV. 'Good design and layout decides the readability and readership of a newspaper'. Discuss.

V. "Caption writing is an art by itself, and it comes with experience and aptitude". Do you agree with this statement ? Provide your comments.

VI. Headline the following stories :

(4×3=12)

- 1) New Delhi : Prime Minister Narendra Modi has called cabinet meeting tonight, possibly to discuss the penal 200 percent tax that is keeping away the scrapped 500 and 1000 rupees notes from entering the formal system.

The meeting, summoned at a very short notice, comes amid reports of high tax penalty terrifying people from putting their cash savings into the formal banking system. Sources said the government wants all of the 500 and 1000 banknotes to be deposited and not burnt or destroyed for the fear of penal action.

P.T.O.



- 2) Nilambur : Two Maoists, including a woman, were killed in an encounter with the police in Paduka forest region in Edakkara near here Thursday, according to the police.

IG Ajithkumar said that a man and a woman were killed in the encounter. However, unofficial sources said that Kuppu Devaraj hailing from Andhra Pradesh, Kaveri aka Ajitha and one unidentified Naxal activist were killed in the ambush. Devaraj was instrumental in carrying out Maoist activities in Andhra Pradesh. A 60-member Kerala Thunderbolt commando force led by Malapuram SP began the combing operation early in the morning. More police personnel have been dispatched to the area.

- 3) Margao : FC Goa were Thursday virtually knocked out of the race for the play-offs in the Indian Super League football after they lost 1-2 to former champions Atletico de Kolkata in an entertaining match here. After Juan Carlos Belencoso put Atletico de Kolkata in the lead in the 28th minute, FC Goa fought back strongly in the second session to restore parity in the 80th minute through Mandar Rao Dessai before Stephen Pearson scored the winner for the visitors in the injury stoppage time.
- 4) Mumbai : With the rupee hitting a record low of 68.86 level intra-day, the market now expects it to slip further to the Rs. 70 level by March even though heavy Reserve Bank intervention on Thursday saved the day to an extent.

The rupee opened at 68.76, touched a record low of 68.86 before noon, but closed at 68.73 against the US currency as the central bank pumped nearly half a billion worth of dollars to prop it up. The unit had fallen to a lifetime low of 68.85 on August 28, 2013 due to Fed taper tantrums.

VII. Edit and Headline Narendra Modi's Speech :

My beloved countrymen, on this auspicious occasion of our festival of freedom; I extend lots of greetings to one hundred twenty-five crore of fellow nationals and also to entire Indian diaspora spread all over the world, from this rampart of the Red Fort. This festivals of our freedom, this 70 year of our Independence, is the festival for our resolution to take the nation to new heights with a new resolve and a new fervour and new energy. We are able to breathe in a free air as the result of the sacrifices, renunciation and penance of our millions of great forefathers. We are also reminded of the youths who kissed the gallows. We also remember Mahatma Gandhi, Sardar Patel, Pandit Nehru and countless great persons, who fought ceaselessly for the freedom of our nation. It is the result of their struggles that we are now fortunate enough to breathe as a free citizen. India is a very ancient



nation. We have a history of thousands of years and our cultural heritage is also millennia old. Right from the Vedas to Vivekananda, from the Upanishadas to the satellites, the Sudarshan Chakradhari Mohan to Charkhadhari Mohan, from the Bhim of Mahabharat to the Bhimrao; we have a long historical journey and heritage. Our land has seen many historical ups and downs and our generations have waged many struggles and observed penance to bequeath great values to the humanity. India's age is not just seventy years. But having won freedom after a period of subjugation; we have made efforts to take the nation forward in this journey of seventy years. Sardar Vallabh Bhai Patel united the nation. Now, it is the responsibility of all of us to take make this nation between. We all have to work ceaselessly for the realization of the dream of 'One India, Supreme India'. (Ek Bharat, Shreshtha Bharat)

Brothers and Sisters, we have not attained freedom for free of cost. Innumerable were the atrocities, but undeterred were our resolves also. Every Indian was a soldier in the battle for freedom. Each one of them dreamt of an independent India. May be every one of them was not fortunate enough to sacrifice, may be each of them was not fortunate enough to go to prison; but every Indian had a resolve and the leadership of Mahatmaji and also the inspiration of countless revolutionaries who had sacrificed everything. All these movements contributed to our attainment of Independence. But, now we have to convert this freedom into 'the real freedom'. Now, this is the resolve of the one hundred and twenty-five crores of Indians. So, just as we did not attain our freedom without sacrifices; we would not be able to attain 'the real freedom' without renunciation, without human endeavour (Purusharth), without bravery, without dedication and discipline. So, in order to take ahead this resolution of one hundred and twenty-five crore Indians; all of us will have to move ahead with our specific responsibilities in a most committed manner. Be it a Panchayat or the Parliament, be it a village headman or the Prime Minister; every one of us as well as every democratic institution will have to shoulder their responsibilities completely and perfectly. Only then we will be able to realize the dream of our the real freedom as soon as possible. This is correct to say that our nation is beset with many problems now-a-days. But, we should never forget that if we have the problems, then we also have all the capacities to solve them. So, if we move ahead with all our capabilities, we will find the ways and mean to solve all these problems. So, brothers and sisters, if we have lakhs of problems, then we also have one hundred and twenty-five crore brains also which are all capable to solve these problems.



Dear Brothers and Sisters, there was a time when Government used to be surrounded by aspersions. But now time has changed. At present, no aspersions are being leveled on the Government. Rather, people have great expectations from it. When the Government is engulfed in expectations then it signifies hope and trust, which in turn generates those expectations. Expectations give pace towards good governance, invigorates and so the pledges are implemented and continuum. My Brothers and Sisters, today when I am addressing you from the rampart of the Red Fort, it is, therefore, but natural that we should discuss the journey of good governance, the work done by the Government and work being done and should be done for the country. I can present before you a very detailed account of work done and also multiple issues regarding the performance of the Government. During the tenure of two years, the Government has taken innumerable initiatives and multiple tasks have been done. If I start giving details about them, I am afraid I will have to talk about it for a week from this very rampart of the Red Fort. So instead of that temptation, I would like to draw your attention towards the work culture of the Government. Sometimes, it is easier to present the account of work done. But, it is not easy for a common man to comprehend, understand and identify the work culture without dwelling deep into the work culture.

(This speech carries 760 words. Edit it to **260** word story.)
