

**U.G. 2nd Semester Examination-2021****MEDIA STUDIES****[HONOURS]****Course Code : MSD-H-CC-T-4**

Full Marks : 30

Time : 1½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **five** questions of the following:

2×5=10

- a) What are beats in a newspaper?
- b) The importance of headline.
- c) What is inverted Pyramid style?
- d) What is the mast head of a newspaper?
- e) Name two famous columnists of India.
- f) What is a solus ad?
- g) What is a lead in a story?
- h) Which software do we use for editing in newspaper?

2. Answer any **two** of the following : 5×2=10

- a) Write a short note on the different types of headline.
- b) How would you edit feature stories?
- c) What are the principles of editing?
- d). Write a brief note on the role of chief editor.
- e) What are the different factors that determine the publication of a news in the newspaper?

3. Answer any **one** of the following: 10×1=10

- a) What are the different types of headline in a newspaper? Write with examples.
- b) Write a feature story on the rising concern about online digital safety among youths in India.
- c) Draw a flowchart of the editing department of a newspaper organization. State the role of sub-editor. 5+5