



SN – 229

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V Semester B.A. Examination, Nov./Dec. 2013
(Freshers) (Semester Scheme) (2013-14 and Onwards)
JOURNALISM – VI
Editing Techniques

Time : 3 Hours

Max. Marks : 100

Instructions : 1) Answer *all* the Parts.

2) Answer should be either **completely** in **Kannada** or **English**.

PART – A

ಭಾಗ - ಎ

I. Write short notes on **any five** :

(5×5=25)

ಯಾವುದಾದರೂ ಐದಕ್ಕೆ ಲಘು ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ :

a) Edition

ಆವೃತ್ತಿ

b) Circulation

ಪ್ರಸಾರ

c) Lead

ಪ್ರಸ್ತಾವನೆ

d) Subhead

ಉಪಶೀರ್ಷಿಕೆ

e) Box

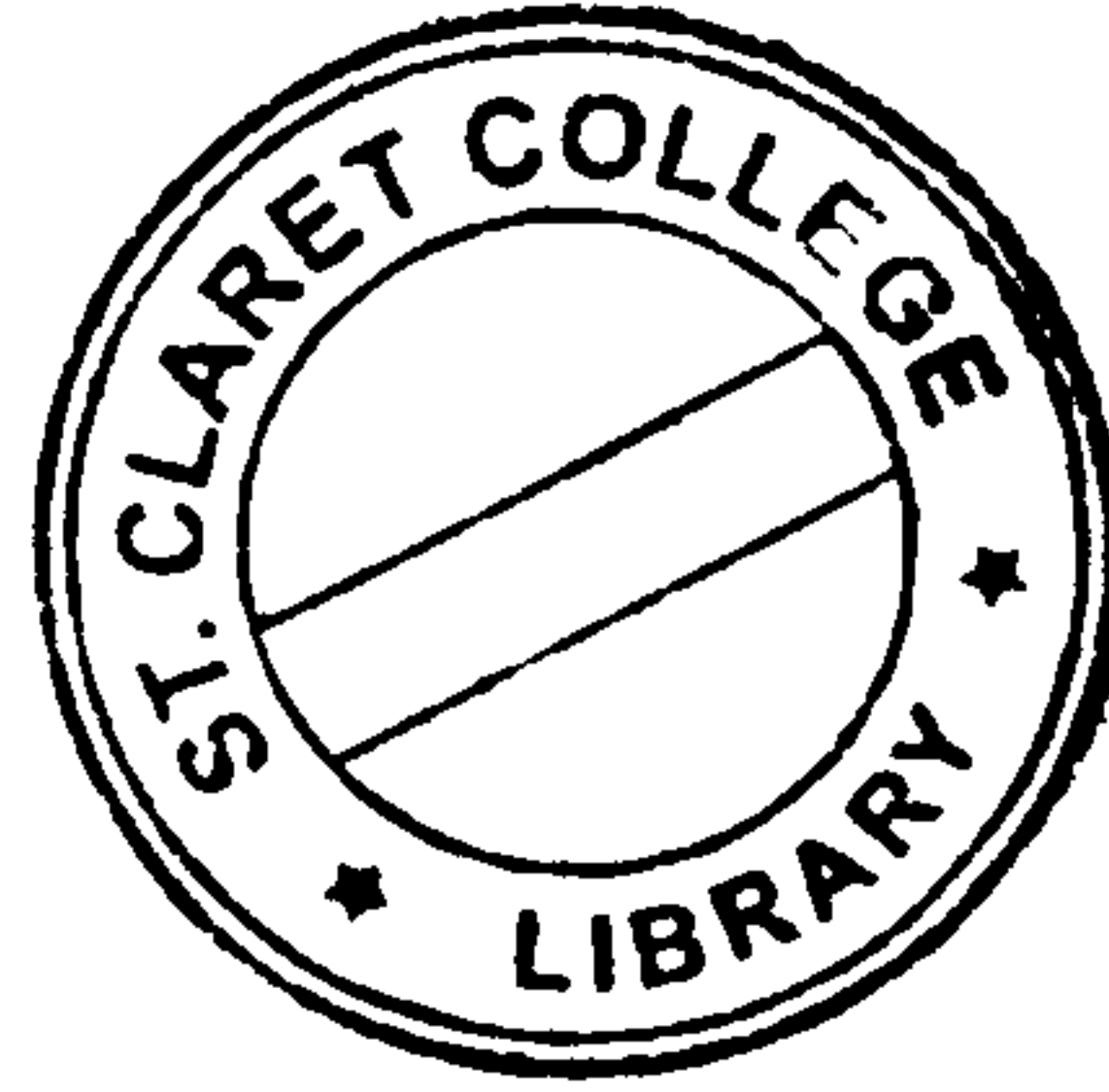
ಪೆಟ್ಟಿಗೆ

f) Freelancer

ಮುಕ್ತಬರಹಗಾರ

g) General Desk.

ಸಾಮಾನ್ಯ ಸುದ್ದಿಮೇಜು.



P.T.O.



PART – B

ಭಾಗ - ಬಿ

II. Answer **any three** of the following :

(10×3=30)

ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರಕ್ಕೆ ಉತ್ತರಿಸಿ :

- 1) What is Rewriting ? Explain its importance in newspaper.
ಪುನರ್‌ಬರಹ ಎಂದರೇನು ? ದಿನಪತ್ರಿಕೆಯಲ್ಲಿ ಅದರ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.
- 2) Describe the functions of news editor.
ಸುದ್ದಿ ಸಂಪಾದಕನ ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿ.
- 3) Discuss the significance of graphic arts in newspapers.
ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಗ್ರಾಫಿಕ್ ಆರ್ಟ್‌ನ ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ಚರ್ಚಿಸಿ.
- 4) What is typography ? Explain it.
ಮುದ್ರಣ ಕಲೆ ಎಂದರೇನು ? ಅದನ್ನು ವಿವರಿಸಿ.
- 5) Explain the principles of editing.
ಸಂಪಾದನೆಯ ತತ್ವಗಳನ್ನು ವಿವರಿಸಿ.

PART – C

ಭಾಗ - ಸಿ

III. Answer **any three** of the following :

(15×3=45)

ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರಕ್ಕೆ ಉತ್ತರಿಸಿ :

- 1) Describe the role of subeditor in a newspaper.
ದಿನಪತ್ರಿಕೆಯೊಂದರಲ್ಲಿ ಉಪಸಂಪಾದಕನ ಪಾತ್ರವನ್ನು ವಿವರಿಸಿ.
- 2) Explain the activities of news room organisation of a large newspaper.
ದೊಡ್ಡ ಪತ್ರಿಕೆಯೊಂದರ ಸುದ್ದಿ ಕೊಠಡಿ ಸಂಘಟನೆಯ ಕಾರ್ಯಚಟುವಟಿಕೆಗಳನ್ನು ವಿವರಿಸಿ.
- 3) “Headlines are selling the newspaper”, discuss.
“ತಲೆಬರಹಗಳು ಪತ್ರಿಕೆಯನ್ನು ಮಾರಾಟಮಾಡುತ್ತವೆ”, ಚರ್ಚಿಸಿ.
- 4) Describe the contents of an editorial page and their importance.
ಸಂಪಾದಕೀಯ ಪುಟದ ಅಂಶಗಳನ್ನು ಹಾಗೂ ಅವುಗಳ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.



5) Edit the given teleprinter copy and write two suitable headlines and attach the edited copy to the answer sheet.

ಕೊಟ್ಟಿರುವ ದೂರ ಮುದ್ರಣ ಪ್ರತಿಯನ್ನು ಸಂಪಾದಿಸಿ ಎರಡು ತಲೆಬರಹಗಳನ್ನು ನೀಡಿ. ಸಂಪಾದಿಸಿದ ಪ್ರತಿಯನ್ನು ಉತ್ತರ ಪತ್ರಿಕೆಯೊಂದಿಗೆ ಲಗತ್ತಿಸಿ.

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MS 21

ASSEMBLY-TN-TENEMENTS-MINISTER

DILAPIDATED TNSCB BUILDINGS TO GET FRESH LEASE OF LIFE

CHENNAI, OCT 22 (UNI) THE TAMIL NADU GOVERNMENT WILL RENOVATE OR DEMOLISH AND CONSTRUCT ANEW, ALL THE OVER 35-YEAR-OLD DILAPIDATED TAMIL NADU SLUM CLEARANCE BOARD TENEMENTS IN THE WAKE OF THE BUILDING COLLAPSE IN COIMBATORE THAT CLAIMED 13 LIVES.

REPLYING TO A SPECIAL MENTION MOVED BY KOVAI THANGAM (CONG), HOUSING AND REVENUE MINISTER I PERIYASAMY SAID THE GOVERNMENT WOULD HOLD TALKS WITH OFFICIALS OF ALL DISTRICTS TO INSPECT THE BUILDINGS, WHICH WERE MORE THAN 30 TO 35 YEARS OLD AND RENOVATE THEM.

IF SOME OF THE BUILDINGS COULD NOT BE RENOVATED, THEY WOULD BE DEMOLISHED AND NEW BUILDINGS WOULD BE CONSTRUCTED IN THAT PLACE, HE ADDED.

HE ALSO ASSURED THAT NEW HOUSES WOULD BE CONSTRUCTED TO THE VICTIMS OF THE COIMBATORE INCIDENT.

DETAILING THE SEQUENCE OF THE INCIDENT, MR PERIYASAMY SAID MAJORITY OF THEM HAD VACATED THE PLACE BASED ON THE ADVICE OF REVENUE OFFICIALS AND WERE TEMPORARILY SHIFTED TO MARRIAGE HALLS.

ONLY FIVE RESIDENTS OF THE 24 APARTMENTS WHICH COLLAPSED DUE TO HEAVY RAINS DIED, WHILE THE REMAINING EIGHT WERE THOSE WHO TRIED TO SAVE PEOPLE FROM BEING CAUGHT INSIDE.

THE TENEMENTS OF THE SLUM CLEARANCE BOARD WERE A CONFUSED LOT AS THEY WERE MISGUIDED BY SOME VESTED INTERESTS THAT THEY COULD NOT GET FRESH APARTMENTS, IF THEY VACATED IT NOW.

HOWEVER, THE MINISTER ASSURED THE HOUSE THAT ALL THE VICTIMS WOULD GET NEW HOUSES.

HE SAID CHIEF MINISTER M KARUNANIDHI WAS CLOSELY MONITORING THE SITUATION OVER PHONE TILL MIDNIGHT ON THAT DAY AND INSTRUCTED HIM TO PROVIDE TREATMENT AT GOVERNMENT OR PRIVATE HOSPITALS AS PER THE WISH OF THE INJURED.

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V Semester B.A. Examination, Nov./Dec. 2013
(Semester Scheme) (Prior to 2013-14) (Repeater)
JOURNALISM – VI
Editing Techniques

Time : 3 Hours

Max. Marks : 90

Instructions : Answer all the Parts.

Answer should be **completely** in **English or Kannada**.

PART – A

ವಿಭಾಗ - ಅ

I. Write short notes on **any three** of the following. **Each** question carries **five** marks. (3×5=15)

ಯಾವುದಾದರೂ ಮೂರಕ್ಕೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ ಐದು ಅಂಕಗಳು.

1) Page-layout

ಪುಟ ವಿನ್ಯಾಸ

2) Editorial

ಸಂಪಾದಕೀಯ

3) Pyramid Type

ಪಿರಾಮಿಡ್ ವಿಧಾನ

4) News Agency

ಸುದ್ದಿ ಸಂಸ್ಥೆ

5) Banner Head line

ಪುಟ ಪೂರ್ಣ ಶೀರ್ಷಿಕೆ.

PART – B

ವಿಭಾಗ - ಬ

II. Answer the following questions. **Each** question carries **ten** marks. (3×10=30)

ಈ ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ ಹತ್ತು ಅಂಕಗಳು.

1) Describe the functions of sub-editor.

ಉಪ-ಸಂಪಾದಕನ ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿ.

OR/ಅಥವಾ

Examine the importance of rewriting.

ಪುನರ್‌ಬರಹದ ಮಹತ್ವವನ್ನು ಪರಿಶೀಲಿಸಿ.



2) Describe the principles of editing.

ಸಂಪಾದನೆಯ ತತ್ವಗಳನ್ನು ವಿವರಿಸಿ.

OR/ಅಥವಾ

Elucidate the significance of Graphic Arts.

ಗ್ರಾಫಿಕ್ ಕಲೆಯ ಮಹತ್ವವನ್ನು ವಿಶದಪಡಿಸಿ.

3) Briefly explain the functions of Editorial Department.

ಸಂಪಾದಕೀಯ ವಿಭಾಗದ ಕಾರ್ಯಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.

OR/ಅಥವಾ

Examine the techniques of headline writing.

ತಲೆಬರಹದ ಬರವಣಿಗೆಯ ತಂತ್ರಗಳನ್ನು ಪರಿಶೀಲಿಸಿ.

PART – C

ವಿಭಾಗ - ಕ

III. Answer **any three** of the following questions. **Each** question carries **fifteen** marks.

(15×3=45)

ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ ಹದಿನೈದು ಅಂಕಗಳು.

1) Sketch the typical structure of a newspaper organisation.

ಮಾದರಿ ವೃತ್ತಪತ್ರಿಕಾ ಸಂಘಟನೆಯ ಸಂರಚನೆಯನ್ನು ಚಿತ್ರಿಸಿ.

2) Define Typography, Explain its kinds.

ಮುದ್ರಣ ಕಲೆ ವ್ಯಾಖ್ಯಾನಿಸಿ. ಅದರ ವಿಧಗಳನ್ನು ವಿವರಿಸಿ.

3) Discuss the different kinds of headlines with examples.

ತಲೆಬರಹದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ಉದಾಹರಣೆಗಳೊಂದಿಗೆ ಚರ್ಚಿಸಿ.

4) Describe the responsibilities and duties of a editor.

ಸಂಪಾದಕರ ಹೊಣೆಗಾರಿಕೆ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿ.

5) Edit the teleprinter copy and write suitable headline and attach the edited copy to the main answer sheet.

ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಯೊಂದಿಗೆ ನೀಡಿರುವ ಪ್ರತಿಯನ್ನು ಸಂಪಾದಿಸಿ. ಸೂಕ್ತ ತಲೆಬರಹ ನೀಡಿ. ಸಂಪಾದಿಸಿದ ಪ್ರತಿಯನ್ನು ಉತ್ತರ ಪತ್ರಿಕೆಯೊಂದಿಗೆ ಲಗತ್ತಿಸಿ.

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ECH-GOOGLE-DOUBLECLICK/EU

U EXTENDS GOOGLE/DOUBLECLICK INQUIRY TO NOV 13

RUSSELS, OCT 22 (REUTERS) THE EUROPEAN COMMISSION ON MONDAY EXTENDED THE DEADLINE FOR ITS INQUIRY INTO GOOGLE'S PROPOSED PURCHASE OF RIVAL DOUBLECLICK TO NOV 13 FROM OCT 26.

THE DEADLINE FOR A DECISION ON THE 3.1 BILLION DEAL WAS MOVED BACK SO PROPOSED REMEDIES TO POSSIBLE COMPETITION PROBLEMS COULD BE TESTED, A SPOKESWOMAN FOR THE EUROPEAN UNION EXECUTIVE SAID.

THAT MEANS GOOGLE HAS PROPOSED CHANGES TO THE DEAL, WHICH WILL BE VETTED WITH CUSTOMERS AND COMPETITORS.

DOUBLECLICK AND GOOGLE ARE INVOLVED IN THE SALE OF ON-LINE ADS, ALTHOUGH THEIR BUSINESS MODELS DIFFER.

THE DEAL FACES VEHEMENT OPPOSITION FROM COMPETITORS MICROSOFT CORP AND YAHOO INC.

GOOGLE'S RIVALS ARGUE THAT THE MERGER POSES COMPETITION AND PRIVACY CONCERNS. BUT THE COMMISSION HAS SAID IT MAY CONSIDER ONLY COMPETITION PROBLEMS.

THE DEAL IS ALSO UNDERGOING REVIEW BY THE FEDERAL TRADE COMMISSION IN THE UNITED STATES. EXPERTS THERE HAVE PREDICTED IT WILL WIN APPROVAL.

THE EUROPEAN AND U.S. COMMISSIONS ARE WORKING CLOSELY TOGETHER ON THE REVIEW OF THE CASE.

GOOGLE'S PURCHASE IS PART OF A RAPID CONSOLIDATION IN THE INTERNET AD INDUSTRY THAT INCLUDES MICROSOFT CORP'S 6 BILLION ACQUISITION OF AQUANTIVE INC, HOME TO THE LARGEST INTERACTIVE AD AGENCY.

YAHOO BOUGHT BLUELITHIUM FOR 300 MILLION AND TIME WARNER INC'S AOL UNIT BOUGHT TACODA

BOTH OF THE ACQUIRED COMPANIES USE COOKIE TECHNOLOGY TO RECORD WEB SURFING HABITS OF CONSUMERS SO ADVERTISERS CAN TARGET ADS BASED ON THE INFORMATION.

REUTERS KR GC1603

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