



## BRAINWARE UNIVERSITY

### Term End Examination 2020 - 21

Programme – Master of Science in Media Science & Journalism

Course Name – Reporting, Editing and Design Techniques

Course Code - MMSJC102

Semester / Year - Semester I

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

1. (Answer any Sixty)

(i) A copy editor needs to be skilled both in language and

- |              |          |
|--------------|----------|
| a) fine arts | b) music |
| c) design    | d) chat  |

(ii) A copy editor

- |                        |                             |
|------------------------|-----------------------------|
| a) rewrites a story    | b) gives heading to a story |
| c) can change the lead | d) all of these             |

(iii) Editing

- |                    |                    |
|--------------------|--------------------|
| a) destroys a copy | b) improves a copy |
| c) scans a copy    | d) none of these   |

(iv) What types of reporting beats are there?

- |              |                  |
|--------------|------------------|
| a) political | b) environmental |
| c) sports    | d) all of these  |

(v) A broadsheet is

- |                        |                 |
|------------------------|-----------------|
| a) a tabloid           | b) magazine     |
| c) full size newspaper | d) all of these |

(vi) Layout is

- a) how a page is designed
- b) decorative art
- c) photograph
- d) all of these

(vii) Plagiarism is

- a) copying directly from other texts
- b) creativity
- c) research
- d) none of these

(viii) Copyright means

- a) legal protection for creative work
- b) right to reproduce
- c) plagiarism
- d) none of these

(ix) Writing is

- a) putting thoughts into words
- b) poetry
- c) imagination
- d) do not know

(x) Objective of the subeditor is

- a) to inform
- b) inform clearly and concisely
- c) to persuade
- d) all of these

(xi) Masthead is

- a) name of the newspaper
- b) byline
- c) heading
- d) none of these

(xii) Copy is

- a) text of a story
- b) a picture
- c) a novel
- d) all of these

(xiii) Dummy sheets are required for

- a) finalizing story positions
- b) practising drawing

c) for art work

d) not required

(xiv) Font is

a) typeface

b) character

c) printed alphabet

d) all of these

(xv) How does a reporter prepare for interviews?

a) Do research on the topic and person to be interviewed

b) Devise a theme, list questions

c) Theorise about interviewee's attitude towards the topic

d) Plan on all these lines

(xvi) Anchor is a story displayed at the page

a) top

b) second lead

c) below lead

d) bottom

(xvii) A 'gutter' is

a) space between two columns

b) mast head

c) leading

d) none of these

(xviii) When you edit a photograph you

a) delete

b) crop

c) tweak

d) none of these

(xix) Point size is associated with

a) photographs

b) typeface

c) paper size

d) none of these

(xx) Graphics are introduced to

a) understand the story better

b) decorate the page

c) add information

d) none of these

(xxi) A page grid is

- a) page architecture
- b) page margin
- c) page design
- d) none of these

(xxii) What is the most common type of lead called?

- a) Summary lead
- b) Traditional lead
- c) News lead
- d) Blind lead

(xxiii) Good photos have

- a) static images
- b) clear images
- c) dynamism
- d) none of these

(xxiv) A blank page means

- a) It has to be filled up with copies
- b) It remains blank
- c) It has a full-page advertisement
- d) none of these

(xxv) A byline is

- a) name of the reporter
- b) name of the sub editor
- c) name of the editor
- d) none of these

(xxvi) Style sheet is

- a) guidelines for a good writing
- b) standard of writing set for a newspaper
- c) both guidelines for a good writing & standard of writing set for a newspaper
- d) none of these

(xxvii) A TIFF file is

- a) format that saves text
- b) format that's saves scans
- c) format for graphics
- d) none of these

(xxviii) Resolution of image is

- a) dependent on dots per inch
- b) solving a problem

c) dtp printer

d) none of these

(xxix) Sub-head means

a) text directly under the heading

b) decoration

c) caption

d) none of these

(xxx) Catchline is

a) A bold phrase to start a paragraph

b) Decorative art

c) photograph

d) none of these

(xxxii) Caption is

a) heading for text

b) design

c) words describing a photograph

d) none of these

(xxxiii) Quote is

a) spoken words in a text

b) creativity

c) research

d) none of these

(xxxiv) What is embargo?

a) A ship

b) Ban on publication before specific date

c) A story without end

d) none of these

(xxxv) Blow up of photograph means

a) cropping

b) enlarging

c) cutting

d) none of these

(xxxvi) What is yellow journalism?

a) Exploitative and sensational

b) Copy on yellow pages

c) free designing

d) none of these

(xxxvi) Cutting the frills means

- a) removing keywords
- b) removing qualifying words
- c) making words colourful
- d) none of these

(xxxvii) What is an editorial?

- a) A point of view of the newspaper
- b) A special interview
- c) The government's view
- d) none of these

(xxxviii) What is citizen journalism?

- a) Publish stories to inform citizens
- b) Ask NGOs to write stories
- c) inviting readers to contribute news
- d) all of these

(xxxix) Mug shot is

- a) small picture showing one's face
- b) landscape picture
- c) dynamic picture
- d) none of these

(xl) Offset print is

- a) handset printing
- b) block printing
- c) printing through image transfer
- d) none of these

(xli) Indent is setting columns

- a) with narrower width
- b) with bigger width
- c) keeping same width
- d) none of these

(xlii) Pagination means

- a) creating a page on a computer
- b) numbering of pages
- c) adding a page
- d) all of these

(xliii) Italics means

- a) letters with a slant
- b) letters decorated

c) letters in bold

d) none of these

(xliv) Jump in newspaper means

a) continue a story in another page

b) continue in another column

c) stopping a story in same page

d) none of these

(xlv) Logo is

a) a stylized name or word

b) special letter

c) decoration

d) none of these

(xlvi) A news photograph must be

a) out of focus

b) static

c) dynamic

d) none of these

(xlvii) What is the full form of SEO?

a) Sophisticated Email Organiser

b) Search Engine Optimisation

c) Search Email Overnight

d) none of these

(xlviii) Dots per inch (DPI)

a) is electronic dots measured in an inch

b) more dots adds to clarity

c) makes digital image

d) all of these

(xlix) A 'turn' in a newspaper is:

a) when stories continue on another page

b) when a story content changes

c) when reporters take turns to write

d) none of these

(l) Deck is

a) small headline below main headline

b) drop head

c) secondary heading

d) all of these

(li) A journalist must NOT:

- a) Misspell names
- b) Give wrong dates
- c) Exceed wordcount
- d) all of these

(lii) Top spread is

- a) cover on something
- b) large display of copy with photo in top of the page
- c) butter on bread
- d) none of these

(liii) A reporter needs to know

- a) how to write
- b) how to edit
- c) to design
- d) none of these

(liv) 5 W 1H is

- a) a formula to write lead
- b) element of design
- c) an equation
- d) All of these

(lv) A reporter follows

- a) the inverted pyramid style
- b) Normal pyramid style
- c) The peer review method
- d) none of these

(lvi) A reporter can be

- a) investigative
- b) looking for both sides of the story
- c) objective
- d) all of these

(lvii) Objective of the reporter is

- a) to please everyone
- b) irritate everyone
- c) to get to the truth
- d) none of these

(lviii) Reporter has to

- a) work against time
- b) work 24X7



c) must follow deadlines

d) all of these

(lix) A reporter is answerable to

a) his editor

b) The sub editor

c) His sources

d) none of these

(lx) A reporter is bound to disclose his sources to

a) everyone

b) court

c) editor

d) none