

QP Code: D143669		Total Pages: 1	Name:
		Register No.	
FOURTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
COMMUNICATION AND MEDIA/JOURNALISM AND MASS COMMUNICATION			
JOU4CJ 203 Art and Craft of Copy Editing			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Define copy editing.		
2	Describe broadcast media.		
3	What does macro editing mainly focus on?		
4	List out any four functions of newsroom.		
5	Define AI.		
6	What do you mean by citation style?		
7	List out any two components while editing an email copy .		
8	Define infographics.		
9	Mention any two importance of colour in design.		
10	Trace out the term 'Multimedia Integration' in digital design.		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Explain the origin and evolution of copy editing.		
12	Describe the different types of mass media with examples.		
13	Explain the functions performed by editors in a newsroom.		
14	Discuss the role of grammar and punctuation in micro editing.		
15	Explain the features of copy editing in academic publishing		
16	Explain the principles of editing advertising copy.		
17	Narrate the design applications used in print platforms.		
18	Define typography and discuss the function of typography in publication design.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	Explain the techniques and importance of writing headlines, captions, and blurbs for different media formats.		
20	Discuss the role of visual elements such as photographs, typography, and layout structures in effective content design.		