

M.A. DEGREE EXAMINATION, APRIL 2020
I Year II Semester
Approaches to Literature and Copy Editing

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Practical Criticism.
2. What is the significance of book review?
3. What is the meaning of Mass Communication?
4. Mention a few Mass Communication media.
5. What are the steps involved in report writing?
6. What are the types of Advertising agencies?
7. What are Manuals?
8. Define a Tech Spec.
9. What are the basic rules for copy editing?
10. Define the concept of Publishing Industry.
11. What do you understand by Copy Editing?
12. Mention the names of a few reputed publishing houses.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What are I.A Richard's views on Practical Criticism?
14. Discuss the significance of Advertising.
15. How important is report writing in Journalism?
16. Bring out the relevance of Business Correspondence.
17. What are the roles and responsibilities of copy editors?
18. What is Journalistic ethics?
19. Discuss the purpose of technical writing.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Write a review of any book of your choice.
21. Bring out the relevance of Advertising by giving a few examples of popular Advertisements.
22. What is the role of media reporters and how important is the technique of report writing for them?
23. What are the various forms of Technical writing? Give examples for your answer.
24. Write an essay on the organizational aspects and functions of various Departments in the Publishing Industry.

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