

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR, PHOTOGRAPHY
EXAMINATION: DECEMBER - 2022
FOURTH SEMESTER

Sub: Lokmany Tilak & his Editorials (MAMC18-405/MAPH 18-405/MADPR 18-405)

Date : 14/12/2022

Total Marks : 20

Time: 2.00 pm to 3.00 am

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One)

(10)

A. What is an Editorial? Why it is important?

OR

B. Discuss the style of Lokmany Tilak's editorials

Q. 2. Write short notes. (Any Two)

(10)

1. Language used by Lokmany Tilak in his editorials
 2. Aim of Tilak's writing
 3. Basic structure of an editorial
 4. Editorial as a policy statement
 5. Famous editorials of Tilak
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