



WEST BENGAL STATE UNIVERSITY

B.A. Honours Part-I Examination, 2019

JOURNALISM AND MASS COMMUNICATION

PAPER-JORA-I

Time Allotted: 4 Hours

Full Marks: 100

The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.

GROUP-A

1. Answer any **ten** questions from the following: 2×10 = 20
 - (a) What is News Beat? Give examples.
 - (b) What is objectivity?
 - (c) Name two famous Cartoonists of India.
 - (d) Who are primary sources?
 - (e) What is delayed Intro?
 - (f) Differentiate between hard news and soft news.
 - (g) Discuss two functions of Chief Reporter.
 - (h) Who is Bureau Chief?
 - (i) What is follow-up?
 - (j) What is interpretative reporting?
 - (k) What is Inverted pyramid?
 - (l) What is the difference between feature and article?
 - (m) What is cub reporter?
 - (n) Discuss two functions of Lobby Correspondent.
 - (o) What is breaking news?

2. Write short notes on any **three** from the following: 5×3 = 15
 - (a) Reuters
 - (b) Fashion Reporting
 - (c) Journalistic Writing
 - (d) Online Reporting
 - (e) News Photographs.

3. Answer any **one** question from the following: 15×1 = 15
 - (a) What is Investigative Journalism? What are the different steps involving it? 3+10+2
Discuss with examples.

- (b) “Journalists sometimes expose themselves to danger, particularly when reporting in areas of conflict” — Elucidate the statement citing the role of a news reporter. 15
- (c) “Rural News Reporting is seen as a specialised type of reporting that requires specialised treatments and skills”. Do you agree? In this context, describe the importance of Rural/District Reporting. 2+13

GROUP-B (Editing)

4. Answer any *ten* questions from the following: 2×10 = 20
- (a) Who is a chief sub-editor?
 - (b) What are the basic principles of page make-up?
 - (c) What is copy testing?
 - (d) What do you mean by reading path?
 - (e) Make a comparison between sans and sans-serif fonts.
 - (f) How does headlines help in page make-up?
 - (g) What is Gutter?
 - (h) What is the use of cartoons in newspapers?
 - (i) What is news compilation?
 - (j) Who is a news editor?
 - (k) What is Waist Headline?
 - (l) What are illustrations?
 - (m) What is web editing?
 - (n) Name two columnists.
 - (o) Name two column writers.
5. Write short notes on any *three* from the following: 5×3 = 15
- (a) News desk
 - (b) Photo editing
 - (c) Proof reading
 - (d) Lead
 - (e) Use of info graphics in newspapers
 - (f) Editorial
6. Answer any *one* question from the following: 15×1 = 15
- (a) Discuss the role and responsibility of a sub-editor in a newspaper. 15
 - (b) How does page planning reflect news planning and how is it used to attract readers? Describe the different types of page layout found in the newspaper published from Kolkata. 5+10
 - (c) What is column writing? Discuss different types of columns found in a newspaper. 5+10

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