WEST BENGAL STATE UNIVERSITY

B.A. Honours 1st Semester Examination, 2020, held in 2021

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

INTRODUCTION TO JOURNALISM

Time Allotted: 2 Hours   Full Marks: 50

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

1.   Answer any ***ten*** questions from the following: 2×10 = 20

   (a) What is beat reporting? Mention 2 beats.

   (b) What is copy circulation?

   (c) Write the difference between Hard and Soft News.

   (d) What is Attribution? Give example.

   (e) What is embargo in Journalism?

   (f) What is byline? Mention a reporter whose byline you have seen.

   (g) Who was Robert Gunning?

   (h) What is grapevine? Give example.

   (i) What is the Rudolph-Flesch Formula?

   (j) What is gutter space?

   (k) According to you, what is the primary criterion for News Selection and why?

   (l) What is Brevity in News?

   (m) What is chequebook journalism? Give example.

   (n) What are sources in news? Mention the different news sources.

   (o) What is Daguerreotype?

2.   Write short notes on any ***three*** of the following: 5×3 = 15

   (a) Media and Democracy

   (b) The Yellow Kid

   (c) Inverted Pyramid

   (d) News Values

   (e) Sources of news

   (f) Writing an online report.

3.   Answer any ***one*** question from the following: 15×1 = 15

   (a) What is News? How will you select news for designing the Front Page of the   3+8+4
       newspaper? Explain the criteria.

   (b) Explain the differences in writing for Newspaper vs. online News Portal.   15

   (c) What is your notion about ethics in Journalism? Explain with examples.   15

   N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to
   their own respective colleges on the same day / date of examination within* 1 *hour after end
   of exam. University / College authorities will not be held responsible for wrong submission
   (at in proper address). Students are strongly advised not to submit multiple copies of the
   same answer script.*

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