



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Programme 6th Semester Examination, 2023

DSE1/2-P2-MASS COMMUNICATION AND JOURNALISM

SPECIALIZED REPORTING

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. Mention any two science magazines of India.
2. What do you understand by the term 'editorial' in journalism?
3. Name any three business newspapers in India.
4. What are the three roles of the media in development according to Wilbur Schramm?
5. Write down two challenges to sports journalism.
6. What is an anchor story?

GROUP-B

Answer any four questions

6×4 = 24

7. How do you train to become a good sports journalist?
8. What are the attributes of a good business journalist?
9. Write a brief history of science journals in India.
10. What are the challenges faced by an environmental journalism?
11. Write a note on the importance of developmental journalism.
12. What are the qualities needed for a good business journalist?

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Write the history of developmental reporting by Indian Newspapers.
14. What is the role of media to create environmental awareness?
15. What are the guidelines to be followed by a business journalist to write a good financial story?
16. What are the qualities required for a good sports journalist?

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