



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 1st Semester Examination, 2023

CC1-MASS COMMUNICATION AND JOURNALISM

INTRODUCTION TO JOURNALISM

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. What is headline? 3
2. What does balance and fairness mean in news? 3
3. Explain 5Ws and 1H in news report. 3
4. Define news. 3
5. Explain prominence in news report. 3
6. Why are follow-ups important in news? 3

GROUP-B

Answer any four questions

6×4 = 24

7. Discuss the role of media as a watchdog in Indian democracy. 6
8. Write a short note on citizen journalism. 6
9. What are the various steps to organise a news story? 6
10. Discuss the role of media and its social responsibilities in developing a society. 6
11. Discuss the use of internet as a source in journalism. 6
12. What does writing styles mean? Write a brief note on writing style for newspaper. 6

GROUP-C

Answer any two questions

12×2 = 24

13. Discuss in detail the origin and growth of tabloids giving Indian references. 12
14. What are the principles of clear writing? Discuss in detail with special reference to principles of clear writing by Robert Gunning. 12
15. Explain the various principles of news selection with special reference to criteria for news worthiness. 12
16. What do you mean by conflict in Interest? How does it impact a news report? Discuss briefly. 12

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