



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 1st Semester Examination, 2023

**GE1-P1-MASS COMMUNICATION AND JOURNALISM**

**BASICS OF 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 Stop Press? When is this term used in journalism?
2. What are news archives?
3. What do you understand by the term 'Dateline', 'Credit line' and Solus?
4. Define online journalism.
5. Write a short note about Tabloid Press.
6. What is Mobile journalism?

**GROUP-B**

**Answer any four questions**

6×4 = 24

7. Elucidate your opinion about development journalism.
8. What is news embargo?
9. What are the basic component of news-story?
10. Define the principles of clear writing Rudolf Flesch formula.
11. What is headline? Discuss the different types of lead or intro in the newspapers.
12. What is investigative reporting?

**GROUP-C**

**Answer any two questions**

12×2 = 24

13. What is news? Discuss the various element of news.
14. Explain Yellow journalism.
15. Write a short note about Inverted pyramid.
16. What is citizen journalism?

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