



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Programme 1st Semester Examination, 2023

**DSC1/2-P1-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 do you understand by the term 'verification' of news?
2. Explain brevity.
3. Define dateline.
4. What is inverted pyramid style of reporting?
5. What is attribution?
6. Write a brief note on Investigative journalism.

**GROUP-B**

**Answer any four questions**

6×4 = 24

7. Write a note on the sources of news.
8. Write down the functions and responsibilities of a reporter.
9. What is journalistic ethics? What are the set of ethics prescribed by Press Council of India?
10. What do you understand by Yellow Journalism? Comment on the origin and growth of Yellow Journalism.
11. Write the differences between hard and soft news.
12. Explain the growth and development of Tabloid Press.

**GROUP-C**

**Answer any two questions**

12×2 = 24

13. What are the contemporary debates and issues relating to print media?
14. How does Press carry forward its responsibility in a democratic nation as large as India?
15. Explain the formula of clear writing as given by Rudolf Flesch.
16. What do you understand by Citizen journalism? Support your answer with a recent case study.

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