



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours 3rd Semester Examination, 2023

**GE2-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. Explain soft news with example.
2. What does objectivity in journalism mean?
3. Explain the term by-line in news report.
4. What does pocket cartoon mean in news?
5. What is a headline in news?
6. When does embargo take place in news?

**GROUP-B**

**Answer any four questions**

6×4 = 24

7. Write the basic components of writing for news for online journalism.
8. How does press become a medium of surveillance in society? Discuss in brief.
9. Write a brief history of tabloid press.
10. What is the difference between in-depth news stories and feature stories? Discuss the difference with references to the principles of feature writing with examples.
11. Does the news sources make news? Discuss with examples the importance of news sources in making news.
12. Define news. Discuss the main elements of news.

**GROUP-C**

**Answer any two questions**

12×2 = 24

13. Discuss the role of news in Indian democracy.
14. Is investigative reporting still relevant in modern times? Give your view stating its functions and limitations.
15. Discuss in detail the origin and growth of yellow journalism.
16. Explain the various concepts of news making.

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