



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 5th Semester Examination, 2023

**DSE-P1-MASS COMMUNICATION AND JOURNALISM**

**PRINT JOURNALISM AND PRODUCTION**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four questions from below**

3×4 = 12

1. Ear panels are perceived ears of the Masthead — Explain briefly.
2. Mention the function of pocket cartoon.
3. What does mechanical center of the newspaper mean?
4. What does folio line mean?
5. Explain the term grid in newspaper design process.
6. What does credit line mean? How is it different from photo caption?

**GROUP-B**

**Answer any four questions from below**

6×4 = 24

7. Outline the importance of typography in designing.
8. What are the basic aspects of print media design? Outline briefly.
9. Discuss the three stages of Printing process.
10. Describe the process of design in Adobe Photoshop.
11. Briefly discuss the importance of photograph in a newspaper.
12. Outline the ethical aspects of photo editing.

**GROUP-C**

**Answer any two of the following questions**

12×2 = 24

13. Write in detail the different classifications of newspapers in India.
14. With reference to the recent trends in magazine discuss how magazines have changed the content and representation.
15. Investigative journalism unearths the matters of interest to public which are hidden and concealed. In the light of this statement discuss in detail the importance of investigative journalism.
16. What are the essential elements of design in a newspaper? Discuss in detail.

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