



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**  
B.A. Programme 5th Semester Examination, 2023

**DSE1/2-P1-MASS COMMUNICATION AND JOURNALISM**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**The question paper contains DSE1A and DSE1B. Candidates are required to answer any *one* from the *two* sections and they should mention it clearly on the Answer Book.**

**DSE1A**

**PRINT MEDIA AND PRODUCTION**

**GROUP-A**

**Answer any *four* questions**

**3×4 = 12**

1. What are classified ads? Explain briefly.
2. What do you understand by the term infographics?
3. What constitutes the letters to the editor column?
4. Name three magazines in India.
5. Explain the term Masthead in a newspaper.
6. What does fact base mean?

**GROUP-B**

**Answer any *four* questions**

**6×4 = 24**

7. What are the basic features and limitations of Desktop Publishing (DTP)?
8. What are the essentials of sting reporting?
9. Describe the popularity of digital newspapers and magazines in brief.
10. Write down briefly the advantages and disadvantages of digital printing with reference to digital technology in print media.
11. Write a short note on the orientation of the layout.
12. What does classification of fonts mean in typography?

**GROUP-C**

**Answer any *two* questions**

**12×2 = 24**

13. What are the various classification of newspapers based on circulation?
14. Mention the fundamental instructions for newspaper makes up during exploring the page design.

15. Write a note on the softwares used for print with reference to page layout softwares—  
(a) PageMaker (b) Quark Xpress (c) Adobe InDesign (d) Adobe Photoshop.
16. Write a short note on the ethical aspects of photo/picture editing.

**DSE1B**

**ALTERNATIVE MEDIA**

**GROUP-A**

**Answer any *four* questions**

3×4 = 12

1. What is opinion leader?
2. Define visual media.
3. What is media saturation?
4. Define Community Identity.
5. What is rural Journalism?
6. What is participatory communication?

**GROUP-B**

**Answer any *four* questions**

6×4 = 24

7. How does social media relate to culture?
8. Write a short note about mass media.
9. What is media globalisation?
10. Discuss the relevance of media literacy in today's world.
11. Discuss the importance of Community-media.
12. Discuss different forms of alternative-media.

**GROUP-C**

**Answer any *two* questions**

12×2 = 24

13. Discuss the future of alternative-media in India.
14. Write a short note about citizen-journalism.
15. Define alternative media. What are the advantage of alternative media?
16. Write a short note about Civil-society.

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