



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.A. Programme 5th 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. Define News and differentiate between Hard news and Soft news.
2. Discuss the elements of a news story.
3. Write a short note about 5W1H.
4. What is news values and what are the different sources of collecting news stories?
5. What are the 7'C's of communication?
6. What is news embargo?

GROUP-B

Answer any four questions

6×4 = 24

7. Write a short note about Tabloid Press.
8. What is attribution?
9. What do you understand by the term dateline, credit line and news archive?
10. Discuss the language of the news.
11. What is Interview?
12. What are the qualities of a news reporter?

GROUP-C

Answer any two questions

12×2 = 24

13. Give a brief note about online journalism.
14. Write a short note about Yellow journalism.
15. Define citizen journalism.
16. Discuss about element of news.

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