



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 1st Semester Examination, 2021

CC1-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 from the following

3×4 = 12

1. Write down any three functions of a reporter. 3
2. What are the two advantages of online journalism? 3
3. Write a brief note on Investigative journalism. 3
4. Write any two differences between print and television journalism. 3
5. What is yellow journalism? 3
6. What is attribution? 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. What is inverted pyramid style of reporting? 6
8. What is journalistic ethics? What are the set of ethics prescribed by Press Council of India? 6
9. Write a note on the sources of news. 6
10. Write the differences between hard and soft news. 6
11. Write down the functions and responsibilities of a reporter. 6

12. Write a short note on Fake News. 6

GROUP-C

Answer any *two* questions from the following 12×2 = 24

13. What is news? What are the various elements of news? 12
14. Write a note on the history of Indian journalism. 12
15. Why is Media considered the fourth pillar of democracy? Explain the responsibility of Media towards society. 12
16. What do you understand by citizen journalism? Support your answer with a recent case study. 12

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