



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 1st Semester Examination, 2021

GE1-P1-MASS COMMUNICATION AND 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. Explain the term attribution in journalism. 3
2. What do you understand by fake news? 3
3. Write three qualities of a good reporter. 3
4. What is tabloid journalism? 3
5. Write a short note on news archives. 3
6. Define the following: 3
 - (a) By-line
 - (b) Date-line
 - (c) Credit-line.

GROUP-B

Answer any *four* questions from the following

6×4 = 24

7. Discuss the ethical guidelines that journalist must keep in mind while pursuing their profession.
8. Explain the skills of news writing with special reference to Robert Gunning's principles of clear writing.
9. Differentiate between hard news and soft news.
10. What is a lead? What are the different types of lead?
11. What is citizen journalism? Discuss its pros and cons.
12. Explain the inverted pyramid style of news writing.

GROUP-C

Answer any *two* questions from the following

12×2 = 24

- | | | |
|-----|---|----|
| 13. | Discuss the difference between print and online journalism in terms of the content, form and writing. | 12 |
| 14. | What is news? What are the various elements that make an information news worthy? | 12 |
| 15. | Write a note on yellow journalism. Do you think that the mainstream media is slowly following the yellow journalism style for reporting? Explain. | 12 |
| 16. | 'Media is the fourth pillar of democracy'. In the above context explain the role of media in democracy. | 12 |

—x—