



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.A. Programme 1st Semester Examination, 2021

DSC1/2-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 “embargo” in news.
2. What are the 5 W’s and 1H in news?
3. Explain the term citizen journalist?
4. Name the Cartoonist who drew the Yellow Kid and which newspaper featured it?
5. What does penny press mean?
6. What is Hard news?

GROUP-B

Answer any four questions from the following

6×4 = 24

7. What are the factors that makes an information newsworthy?
8. Explain the different components of a news story.
9. How an event becomes a news? Explain the process.
10. Briefly lay down the inverted pyramid style of news reporting.
11. Write the basic differences between print journalism and online journalism.
12. Trace the history and development of Yellow Press.

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. Trace the development and growth of yellow journalism.
14. State the major differences between soft and hard news with examples.
15. Explain the principles of Rudolf Flesch's formula skills to write news.
16. State the functions and qualities of a reporter.

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