



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 5th Semester Examination, 2021

DSE-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 Op-Ed in a newspaper.
2. What is the meaning of optical center in a newspaper?
3. Explain the term pocket cartoon with examples.
4. Name the various software for printing newspaper.
5. What does credit line mean?
6. What is Solus?

GROUP-B

Answer any four questions from the following

6×4 = 24

7. What do you mean by page layout in a newspaper?
8. What is Investigative Journalism? Explain with examples.
9. Explain the importance of caption writing in newspapers.
10. Name the various types of Magazine in India.
11. Write the Basic structure of an editorial page.
12. Explain the role and scope of citizen journalism in special reference to the Indian context.

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. What are the ethical debates in print journalism related to paid news?
14. Discuss about the agenda setting role of the newspapers.
15. What are the various stages in page-making in the production of a newspaper?
16. Briefly discuss about the current trends in Newspapers with respect to context in India.

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