



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Programme 5th Semester Examination, 2021

DSE1/2-P1-MASS COMMUNICATION AND JOURNALISM

PRINT JOURNALISM AND PRODUCTION

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 ear panel in a newspaper.
2. What does folio line mean?
3. What does reverse kicker headline mean?
4. Explain the purpose of a "balloon" in a cartoon.
5. Name three children magazine available in India.
6. What are the purpose of "supplements" in a newspaper?

GROUP-B

Answer any four questions from the following

6×4 = 24

7. What are the various types of newspapers in India?
8. Sting operations are a bane to Indian journalism. Give reasons for or against this statement.
9. Discuss the various anatomy of the grid in the layout of the newspaper.
10. Explain the various tools/ways of picture editing for a magazine.
11. How has modern technology changed print journalism?
12. Write the different types of advertisement found in a newspaper.

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. What are the various steps involved in planning for the print production of a newspaper?
14. Explain the page making techniques with special reference to use of graphics.
15. In the production of a newspaper plotting of texts plays an important role. Explain this with examples.
16. Explain the differences between traditional vs modern printing processes.

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