



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Programme 5th Semester Examination, 2021

GE1-P1-MASS COMMUNICATION AND JOURNALISM

BASICS OF 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. What do you understand by 'nose for news'? 3
2. Define the following: 3
(a) Embargo (b) by-line (c) Print line
3. What is online journalism? 3
4. What is attribution? 3
5. Write a short note on balance and brevity in reporting. 3
6. What is fake news? 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. Explain the skills of news writing with special reference to Robert Gunning's principles of clear writing. 6
8. Explain the sources of news with examples. 6
9. What is the difference between Hard news and Soft news? Explain. 6
10. Discuss the ethical guidelines that journalist must keep in mind while pursuing their profession. 6
11. Write a note on the inverted pyramid style of news reporting. 6
12. Discuss the differences between print and online journalism. 6

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. Write a note on yellow journalism. Do you think that the mainstream media is slowly following the yellow journalism style for reporting? 12
14. Explain the process of news carried from the event to finally being published in the newspaper. 12
15. “Media is the fourth pillar of democracy”. In the above context, discuss the role of media in democracy. 12
16. Is citizen journalism more efficient than other traditional forms of journalism? Give your views. 12

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