



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 1st Semester Examination, 2022

CC1-MASS COMMUNICATION AND JOURNALISM

INTRODUCTION TO 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 the term 'verification' of news?
2. What is 'balance and fairness' in news reporting?
3. Explain brevity.
4. Define dateline.
5. What is a credit line in news article?
6. What do you understand by the term 'inverted pyramid'?

GROUP-B

Answer any *four* questions from the following

6×4 = 24

7. Explain in detail the Ethics of Journalism.
8. Explain the growth and development of Tabloid press.
9. Give the basic differences between print and online journalism.
10. Explain the process of news carried from the event to being published.
11. Explain the principle of clear writing as given by Rudolf Flesch.
12. How does press carry forward its responsibility in a democratic nation as large as India?

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. Discuss the development of Penny press keeping in view its various characteristics of it.
14. Explain in detail the two types of news. State their differences.
15. What are the contemporary debates and issues relating to print media?
16. Explain in detail the ethical guidelines laid by for professional journalist.

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