



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**  
B.A. Programme 1st Semester Examination, 2022

**DSC1/2-P1-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**

3×4 = 12

1. What does "brevity" mean?
2. What is "dateline"?
3. Explain the term "credit line".
4. What is a headline?
5. Explain soft news.
6. What does "cartoons" mean in newspaper?

**GROUP-B**

**Answer any four questions**

6×4 = 24

7. Citing an example, write down how media plays its role towards the upliftment of society.
8. Explain the basic structures of a news story.
9. What are the basics of writing for print journalism with special reference to writing a news article?
10. Write briefly about the various classifications of news sources.
11. Briefly write about the origin and development of Penny Press.
12. Discuss Media's roles and responsibilities towards the society.

**GROUP-C**

**Answer any two questions**

12×2 = 24

13. What are the contemporary debates and issues relating to print media?
14. Write in detail the various elements of a news story.
15. Explain how media plays an important role in a democratic nation like India.
16. What are the ethics of journalism?

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