



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 5th Semester Examination, 2022

DSE-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. What does photo credit mean? 3
2. Explain the term "Classified Ad". 3
3. What are wire services? Give examples. 3
4. What does "infographic" mean in print media? 3
5. Explain the importance of "markers" in page layout and design. 3
6. What does "typography" mean? 3

GROUP-B

Answer any *four* questions from the following

6×4 = 24

7. What is "sting operations"? With examples explain how it is done along with its ethical concerns. 6
8. Write a brief note on special supplements available in newspapers. 6
9. Explain the various types of layout in print design. 6
10. Write briefly about the principles of theme and context in layout and design with reference to print media. 6
11. Discuss briefly on the letters to Editor section of the newspaper. 6
12. How has technology impacted print journalism? 6

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. Discuss the origin and growth of Indian newspapers with examples. 12
14. What are the various types columns in newspaper and magazines? Discuss opinion column. 12
15. What are the various types of headlines found in newspaper? 12
16. Discuss the different types of ownership found in print media in India. 12
17. Why are photographs and cartoons important in newspapers and magazines? Discuss briefly. 12

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