



‘সমানো মন্ত্র: সমিতি: সমানী’

UNIVERSITY OF NORTH BENGAL
B.A. Programme 5th Semester Examination, 2022

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

3×4 = 12

1. What is ‘Pocket Cartoon’?
2. Name three daily newspapers of India.
3. Define Solus.
4. What are modules in page layout and design?
5. Explain rows and columns in the newspaper layout and design.
6. What does display ad mean? Explain with examples.

GROUP-B

Answer any *four* questions

6×4 = 24

7. What is an editorial in a newspaper?
8. Explain the process of handling text matter in print media.
9. What are the various classification of Magazines in India? Give examples.
10. Define Investigative Journalism citing major investigative cases. Write in detail about the steps to conduct investigative journalism.
11. Write a brief note on Op-ed Page of newspapers.
12. What are the various classification of newspapers? Explain in brief with examples.

GROUP-C

Answer any *two* questions

12×2 = 24

13. What are the roles and scopes of citizen journalism? Explain with special reference to the Indian media.
14. What is newspaper layout? Discuss different types of layouts in newspapers.
15. What are the various types of headlines in a newspaper?
16. Discuss the ethical concerns of media ownership and control with reference to print media.

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