



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.A. Minor 1st Semester Examination, 2023

UMCJMIN10001-MASS COMMUNICATION AND JOURNALISM
BASICS OF PRINT JOURNALISM

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. What is Typography?
2. Discuss 'FLESCHE Formula'.
3. What is Human Interest Story?
4. Define "Voice to the Voiceless".
5. What is Verification?
6. Write a short note on 'News value'.

GROUP-B

Answer any four questions

6×4 = 24

7. What is Stop Press? When this term is used in Journalism?
8. Discuss the element of news.
9. What is Inverted Pyramid format?
10. Give an idea about 'News Embargo'.
11. What is Balance and Fairness?
12. Write about the qualities of a reporter.

GROUP-C

Answer any two questions

12×2 = 24

13. Mention five core principles of News.
14. Discuss about different Headlines.
15. Write a short note on Yellow Journalism.
16. What is Beat reporting? Discuss the various types of Beat reporting.

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