



WEST BENGAL STATE UNIVERSITY

B.A. Honours Part-I Examination, 2020

JOURNALISM AND MASS COMMUNICATION

PAPER-JORA-I

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Name two Sister Newspapers of The Times of India.
 - (b) What is Deadline?
 - (c) What is Slug?
 - (d) What is 'Below the Fold'?
 - (e) What is Credit Line?
 - (f) Name two journalists who covered the Watergate Scandal for The Washington Post.
 - (g) What is Jump?
 - (h) What is Syndicate?
 - (i) What is Follow Up?
 - (j) What is Running Story?
 - (k) What is Bleed?
 - (l) Name two News Agencies of India.
 - (m) What is Dope?
 - (n) What is island?
 - (o) What is Beat?
2. Write short notes on any **three** of the following: 5×3 = 15
- (a) Lifestyle Journalism
 - (b) Chief Reporter
 - (c) Yellow Journalism
 - (d) Science Reporting
 - (e) Off the Record
 - (f) Inverted Pyramid Pattern.

OR

3. Answer any **one** question from the following: 15×1 = 15
- (a) 'No news interests all people.' — Discuss. Explain the elements of news in this context.

- (b) Interpretative Journalism plays an important role in today's newspapers. Discuss.
- (c) 'In the name of the omnipotent market, a new kind of demand is made for manipulating news, analysis and opinion to suit the owners' financial and political interests.' — Do you think so? Discuss.

GROUP-B

4. Answer any *five* questions from the following: 2×5= 10
- (a) What is Dummy?
 - (b) What is Flyer?
 - (c) What is Flash?
 - (d) What is the difference between Nameplate and Masthead?
 - (e) What is Lead?
 - (f) Name two General Interest Magazines.
 - (g) What is Shoulder?
 - (h) What is Spread?
 - (i) What is Imprint Line?
 - (j) What is Banner Headline?
 - (k) What is Crop?
 - (l) What is Edition?
 - (m) What is the difference between Font and Point?
 - (n) What is Ears?
 - (o) What is Kill?
5. Write short notes on any *three* of the following: 5×3 = 15
- (a) Editorial
 - (b) Executive Editor
 - (c) Chief Sub Editor
 - (d) Page Make Up
 - (e) Photo Editing
 - (f) Magazine Editing.

OR

6. Answer any *one* question from the following: 15×1 = 15
- (a) 'Subbing requires a special kind of talent. It involves knowledge at various levels.' — Do you think so? Discuss.
 - (b) 'Cartoons add value to newspapers.' — Explain. Discuss the importance of political cartoon in newspapers.
 - (c) Discuss the role of News Editor of a newspaper.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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