



WEST BENGAL STATE UNIVERSITY
B.A. Honours 1st Semester Examination, 2022-23

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

NEW SYLLABUS

Time Allotted: 2 Hours

Full Marks: 40

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) What is Credit line?
 - (b) What is Scoop news?
 - (c) What are the different platforms available for citizen journalists to voice their concerns?
 - (d) What is Attribution?
 - (e) What is Intro?
 - (f) Name any two economic newspapers published in India.
 - (g) What is digital archive?
 - (h) What is date line?

2. Answer any **two** short notes: 5×2 = 10
 - (a) Objectivity in Journalism
 - (b) Inverted pyramid pattern in News writing
 - (c) Sources of news
 - (d) How news is carried from event to reader?

3. Answer any **two** of the following: 10×2 = 20
 - (a) What do you understand by News worthiness? Discuss with examples, the elements of news worthiness in making news. 2+8
 - (b) How did the Penny Press change mediated communication in the nineteenth century? Explain. 10
 - (c) Describe in detail Rudolf Flesch's formula skills to write news.

OLD SYLLABUS

INTRODUCTION TO JOURNALISM

Time Allotted: 2 Hours

Full Marks: 50

1. Answer any *five* questions from the following: 2×5 = 10
- (a) What is 'byline'?
 - (b) What is news source? Give an example.
 - (c) What is meant by the 'balance' in a news story?
 - (d) Mention two differences between print and online journalism.
 - (e) Mention two differences between a newspaper and a magazine.
 - (f) Define Dateline.
 - (g) What is deadline?
 - (h) Write briefly on William Radolph Hearst.
2. Write short notes on any *two* of the following: 5×2 = 10
- (a) Penny Press
 - (b) Citizen Journalism
 - (c) Social responsibility of media
 - (d) Attribution.
3. Answer any *three* from the following: 10×3 = 30
- (a) What is paid news? Do you think paid news is a threat to democracy? 3+7
 - (b) Discuss the basic differences of language and principles of writing between print, electronic and online media. 10
 - (c) What are the ingredients of writing a news story? Discuss about the basic news values which make a news story worthy. 2+8
 - (d) What do you mean by 5W's and 1H? Describe the Inverted pyramid style of news writing a news story. 2+8
 - (e) Discuss in brief the principles of writing as explained by Robert Gunning. 10

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