



WEST BENGAL STATE UNIVERSITY
B.A. Honours 2nd Semester Examination, 2021

JORACOR03T-JOURNALISM AND MASS COMMUNICATION (CC3)

REPORTING AND EDITING FOR PRINT

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.*

1. Answer any **five** of the following: 2×5 = 10
- (i) The term fourth estate is coined by:
(A) Henry Fayol (B) Thomas Carlyle (C) Laski (D) Edmund Burke
- (ii) Sub Editor is the person who _____ the news for the newspaper or journal.
(A) Report (B) Edit (C) Collect (D) Publish
- (iii) One or two word small headline appearing on the left hand top of the story, is called:—
(A) Topline (B) Slug (C) Small head (D) Tophead
- (iv) Removing unwanted area of picture is called:
(A) Cropping (B) Creeping (C) Crossing (D) Crawling
- (v) Name of an Indian news agency:
(A) PTI (B) CNN (C) AP (D) AFP
- (vi) _____ is copy and pictures running over two pages in the middle of the newspaper.
(A) News peg (B) Centre spread (C) Bleed (D) Middle
- (vii) Folio line gives details of:
(A) Editorial staff (B) Index of stories
(C) Name of the Company (D) Page numbers, name, date
- (viii) In which newspaper we find resident editor?
(A) The Times of India (B) Ananda Bazar Patrika
(C) Sambad Pratidin (D) Aajkal

2. Answer any **four** of the following: 10×4 = 40
- (a) Discuss the duties and responsibilities of a News Editor. 10
- (b) What is editorial? Discuss on the principles of editorial writings. What is the importance of editorial? 2+3+5

- (c) What do you understand by lead and Intro? Discuss on different types of lead used in newspapers. 2+8
- (d) "Letters to the Editor is the feedback for any newspaper's reputation." Do you agree? Mention the salient features of Letters to the Editor, with suitable examples. 2+8
- (e) Discuss on importance and relevance of Health related reporting in today's pandemic situation throughout the world. 10
- (f) Discuss on the different techniques of taking an interview. Explain various styles of interview with proper example. 4+6

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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