



WEST BENGAL STATE UNIVERSITY
B.A. Honours 5th Semester Examination, 2020, held in 2021

JORADSE02T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

PRINT JOURNALISM AND PRODUCTION

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. Attempt **all** questions from the following: 1×10 = 10
- (i) What do we mean by “Dummy” newspaper?
(A) A press operator in charge of cleaning the press
(B) News selected for printing
(C) A rough layout of a printed piece
(D) News print to be used as raw material
- (ii) A Lobby Correspondent covers news from the lobby of:
(A) Secretariat (B) Parliament
(C) Stock Exchange (D) Party Office
- (iii) Who is the current editor of Bengali Magazine ‘DESH’?
(A) Ishani Dutta Ray (B) Suman Sengupta
(C) Madhumita Chattopadhyay (D) Caeser Bagchi
- (iv) What do you mean by Cutline?
(A) Captions in pictures (B) Lines under headlines
(C) News that are cut off (D) Line having printers information
- (v) Is not a principle of page make-up:
(A) Proportion (B) Contrast
(C) Balance (D) Five W’s
- (vi) What do we mean by Teasers in Newspaper page designing?
(A) The title of the publication
(B) Skyboxes on page one that preview content
(C) A separate design element from the main story
(D) Line containing the details of publication
- (vii) What do we mean by Sidebars in Newspaper page designing?
(A) The title of the publication
(B) Skyboxes on page on that preview content
(C) A separate design element from the main story
(D) Line containing the details of publication

- (viii) What do you mean by Editorial Cartoon in newspaper?
- (A) Short series of funny drawing with text to display humour
 - (B) An illustration containing a commentary that usually relates to current events or personalities
 - (C) A collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic
 - (D) Story that presents a story primarily through the use of pictures
- (ix) What is Kicker Headline?
- (A) The headline that is placed on top of the main headline
 - (B) A short sentence that follows the main headline and summarizes the article
 - (C) Headline that run across all the columns of the story
 - (D) The headline printed over the continued portion of a story
- (x) Middle Article of a newspaper are found in:
- (A) Front Page
 - (B) Local Page
 - (C) International Page
 - (D) Editorial Page

2. Attempt any **four** questions from the following: 10×4 = 40
- (a) Why do you think the importance of supplement is increasing in today's newspaper? 10
 - (b) What do you mean by investigative journalism? What are the principles are need to be followed? 5+5
 - (c) What are the basic principles of front page designing of a daily newspaper? 10
 - (d) What is photojournalism? What are the basic principles of photo editing? 5+5
 - (e) Discuss the contributions of cartoons in newspaper and magazines with relevant examples. 10
 - (f) Write short notes on: 5+5
 - (i) Political Reporting (ii) Cross Ownership.

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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