



WEST BENGAL STATE UNIVERSITY
B.A. Honours 1st Semester Examination, 2020, held in 2021

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

INTRODUCTION TO JOURNALISM

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 **ten** questions from the following: 2×10 = 20
- What is beat reporting? Mention 2 beats.
 - What is copy circulation?
 - Write the difference between Hard and Soft News.
 - What is Attribution? Give example.
 - What is embargo in Journalism?
 - What is byline? Mention a reporter whose byline you have seen.
 - Who was Robert Gunning?
 - What is grapevine? Give example.
 - What is the Rudolph-Flesch Formula?
 - What is gutter space?
 - According to you, what is the primary criterion for News Selection and why?
 - What is Brevity in News?
 - What is chequebook journalism? Give example.
 - What are sources in news? Mention the different news sources.
 - What is Daguerreotype?
2. Write short notes on any **three** of the following: 5×3 = 15
- Media and Democracy
 - The Yellow Kid
 - Inverted Pyramid
 - News Values
 - Sources of news
 - Writing an online report.

3. Answer any *one* question from the following: 15×1 = 15
- (a) What is News? How will you select news for designing the Front Page of the newspaper? Explain the criteria. 3+8+4
- (b) Explain the differences in writing for Newspaper vs. online News Portal. 15
- (c) What is your notion about ethics in Journalism? Explain with examples. 15

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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