



WEST BENGAL STATE UNIVERSITY
B.A. Honours 1st Semester Examination, 2021-22

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

INTRODUCTION TO JOURNALISM

NEW SYLLABUS

Time Allotted: 2 Hours

Full Marks: 40

*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** questions from the following: 2×5 = 10
 - (a) What is Hard News? Cite an example.
 - (b) How did the term “Yellow Journalism” arrive?
 - (c) What is “Proximity”?
 - (d) State two advantages of Digital Archives.
 - (e) What is Embargo?
 - (f) When and by whom was the first Penny Press newspaper started?
 - (g) What is deadline?
 - (h) Write the full form of AFP and UNI.

2. Answer any **three** questions from the following: 10×3 = 30
 - (a) What is Inverted Pyramid pattern of news writing? Explain it with an example.
 - (b) Can celebrity lifestyle stories be covered as news items or should this be described as sensationalism? Discuss.
 - (c) State Robert Gunning’s principles of clear writing.
 - (d) Define News. Describe the different Sources of News. 2+8
 - (e) Write short notes: (any **two**) 5+5
 - (i) Citizen Journalism
 - (ii) Tabloid Press
 - (iii) News Value
 - (iv) Basic components of a News story.

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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