



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

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

INTRODUCTION TO JOURNALISM

OLD SYLLABUS

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** questions from the following: 2×5 = 10
 - (a) What is Embargo?
 - (b) What is 'oddity' in news? Give an example.
 - (c) What is caption in photojournalism?
 - (d) What are obituaries?
 - (e) What is Credit Line?
 - (f) Mention one advantage and one disadvantage of Citizen Journalism.
 - (g) Why the newspaper is called the Fourth Estate?
 - (h) What is Filler?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) What do you understand by news values? Do they play significant role in selecting news for the newspaper? Explain. 5+5
 - (b) How did the Penny Press change mediated communication in the nineteenth century?
 - (c) If you had to receive news and knowledge about the world from only either printed materials or digital sources, which would you choose and why? Give your views.
 - (d) Explain Freedom of Press with examples. Do you think Freedom of Press has been established in India? Justify your answer. 4+6
 - (e) Do you think news sources make news? Discuss with examples the importance of news sources in making news. 3+7

(f) Write short notes on any *two* of the following:

5×2 = 10

- (i) Rudolf Flesch formula
- (ii) Yellow Journalism
- (iii) Basic Components of a News Story
- (iv) Inverted Pyramid Pattern of News Writing.

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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