



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 1st Semester Examination, 2019



**JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)**

**INTRODUCTION TO MEDIA AND COMMUNICATION**

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.  
All symbols are of usual significance.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) Features differ from news items in regards to
- (A) Timeliness (B) Interesting facts  
(C) Style of writing (D) Both (A) and (C)
- (ii) "Government today presented 2019-20 general budget in the parliament" – is a type of
- (A) Soft news (B) Political news  
(C) Hard news (D) None of these
- (iii) Tabloid press is also known as
- (A) Sensational press (B) Broadsheet press  
(C) Quality press (D) Serious press
- (iv) Filler means
- (A) A small news story without headlines for filling the blank space of news paper  
(B) Which can be filled  
(C) News sense  
(D) None of the above
- (v) \_\_\_\_\_ is perhaps the most visible aspect of globalization.
- (A) Cinema (B) Internet  
(C) Transport (D) None of these
- (vi) We can use internet for
- (A) Sending and receiving E-mail  
(B) E-Governance  
(C) Sending messages to many people at the same time through PC to Phone messaging tool  
(D) All of the above

- (vii) A journalist should not have which of the following quality?
- (A) A sense of judgement to find out the real cause of an accident
  - (B) An ability to contact people to know the truth
  - (C) The wisdom to give the right direction to his journalistic pursuits
  - (D) Developing relation with powerful people for personal benefit
- (viii) Which of the following is a right sequence of a news story?
- (A) Dateline-Byline-Headline-Lead
  - (B) Body-Lead-Tail-Byline
  - (C) Headline-Dateline-Byline-Lead
  - (D) Headline-Lead-Byline-Body
- (ix) In Journalism attribution is
- (A) A way to specify the details of photos
  - (B) Journalist's way of sourcing the information in their piece
  - (C) To print the remaining story on another page
  - (D) Print books under a trade name
- (x) A straight news story gives
- (A) No conclusion
  - (B) Happenings in depth
  - (C) Gives all sides of the picture
  - (D) All of these
2. Answer any **four** questions from the following: 10×4 = 40
- (a) What is yellow journalism? Give example to show how this journalism creates sensationalized news. 10
- (b) Write short notes on any **two** of the following: 5×2 = 10
- (i) Penny Press
  - (ii) Hard news and Soft news
  - (iii) Inverted pyramid.
- (c) Define news. What are the possible sources of news? 4+6
- (d) In recent times Indian media has been subject to a lot of criticism for the manner in which they have disregarded their obligation to social responsibility. Give your opinion with example. 10
- (e) What are the principles of clear writing given by Robert Gunning? How television writing is different from print? 5+5
- (f) What makes a story news worthy? Explain with suitable examples. 10

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