



## WEST BENGAL STATE UNIVERSITY

## B.A. Honours 2nd Semester Examination, 2019

JORACOR03T-JOURNALISM AND MASS COMMUNICATION (CC3)

## REPORTING AND EDITING FOR PRINT

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** from the following: 2×5 = 10

(a) Which phrase describes a feature?

- (i) A hard news story
- (ii) Any story that informs the reader
- (iii) A soft news story
- (iv) Any short of newspaper article

(b) What is soft news?

- (i) News that is based on opinions, not facts
- (ii) News that is entertaining or interesting
- (iii) News that is circulated on the Internet, not on paper
- (iv) Advice columns

(c) What is an editorial?

- (i) An opinion piece published on a special page
- (ii) The process when an editor works with unfinished story
- (iii) A part of the writing process
- (iv) The job that reporters get when they are promoted

(d) What is Journalism?

- (i) The study of writing in journals
- (ii) A hard thing to do
- (iii) The reporting and publishing of the news
- (iv) An American business practice

(e) What is a Source?

- (i) A published news source, such as the Chicago Tribune
- (ii) A person whom a reporter interviews for his story
- (iii) A reporter resource that lists all of the rules of writing
- (iv) A published online news source

(f) Why is it important for reporters to talk to sources?

- (i) Sources help publish a reporter's story
- (ii) Sources are the people that help edit and revise copy
- (iii) Sources give a story balance by offering different perspectives
- (iv) Sources buy newspapers

(g) What are the 5 Ws and 1 H?

- (i) The only six questions that a reporter can ask a source
- (ii) The six facts necessary facts of a summary lead
- (iii) The six paragraphs that are required for a standard news story
- (iv) The six worst mistakes a reporter can make

(h) What kind of lead does a profile story have?

- (i) It doesn't have a lead
- (ii) A summary lead
- (iii) It always has a narrative hook
- (iv) A creative lead

(i) The dateline on a news story indicates the

- (i) time when the story occurred
- (ii) place where the events described in the story took place
- (iii) date when the story was written
- (iv) date when the story should be published

(j) What is attribution?

- (i) Giving a source credit for a quote
- (ii) The description of what a photo is about
- (iii) A mistake a reporter can get sued for
- (iv) The best qualities of a news story

2. Answer any *four* of the following:  $10 \times 4 = 40$

(a) "Headline is the mirror of news" – Do you support this comment? Justify your answer with arguments. How many types of headlines are found in recent newspapers? Explain it with arguments. 3+7

(b) What do you understand by column? Describe briefly the essential qualities of a column writer. 4+6

(c) Who is more important for a newspaper – A reporter or A sub editor? Justify your answer with proper examples. 10

(d) Elaborately mention the different areas of political and sports reporting with examples. 5+5

(e) Where do news agency get their news? What is the main difference between the news of newspaper house and of a news agency? 3+7

(f) What are the criteria for selection of news photographs? Critically analyse the process of picture editing. 5+5

—x—