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

    (a) What is beat reporting? Mention 2 beats.

    (b) What is copy circulation?

    (c) Write the difference between Hard and Soft News.

    (d) What is Attribution? Give example.

    (e) What is embargo in Journalism?

    (f) What is byline? Mention a reporter whose byline you have seen.

    (g) Who was Robert Gunning?

    (h) What is grapevine? Give example.

    (i) What is the Rudolph-Flesch Formula?

    (j) What is gutter space?

    (k) According to you, what is the primary criterion for News Selection and why?

    (l) What is Brevity in News?

    (m) What is chequebook journalism? Give example.

    (n) What are sources in news? Mention the different news sources.

    (o) What is Daguerreotype?

2. Write short notes on any *three* of the following: 5×3 = 15

    (a) Media and Democracy

    (b) The Yellow Kid

    (c) Inverted Pyramid

    (d) News Values

    (e) Sources of news

    (f) 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   3+8+4
      newspaper? Explain the criteria.

  (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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WEST BENGAL STATE UNIVERSITY

B.A. Honours 1st Semester Examination, 2020, held in 2021

JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)

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.

1.   Answer any ***ten*** questions from the following: 2×10 = 20

   (a) What is Android?

   (b) Name two apps used for shopping online.

   (c) What is Non-mediated communication?

   (d) What is the word limit of Twitter?

   (e) What is ambiguous Feedback?

   (f) What is semantic noise?

   (g) Who proposed the Cultivation Analysis?

   (h) What is empathy?

   (i) What is decoding?

   (j) What is Transmitter?

   (k) What is non-verbal communication? Give examples.

   (l) Who was Noam Chomsky? Which theory did he propose?

   (m) What is Public Sphere?

   (n) What is Ritual Model?

   (o) Who was the proponent of Spiral of Silence?

2.   Write short notes on any ***three*** of the following: 5×3 = 15

   (a) Individual Differences Theory

   (b) What are the types of filters in Propaganda Model?

   (c) The Mass Communication Process

   (d) Vlogging and its uses

   (e) Spiral of Silence

   (f) Public-Sphere.

3.   Answer any *one* question from the following: 15×1 = 15

(a) Define Communication. What are the different types of Mass Communication? Give examples.   2+10+3

(b) What do you understand by Alternative Paradigm? Can you give any recent examples of Alternative Paradigm in Indian context?   3+12

(c) What is Normative Theory? Explain in detail.   3+12

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