



**WEST BENGAL STATE UNIVERSITY**

B.A. Honours 2nd Semester Examination, 2020

**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
- (i) Leader writer is one who writes the\_\_\_\_\_
- (A) Main story article (B) Middle article  
(C) Editorial (D) Feature
- (ii) Condensing a story is generally referred to as, in the newspaper offices—
- (A) Rewriting (B) Miniaturizing  
(C) Shortening (D) Boiling down
- (iii) 'XXX' in a news copy denotes:
- (A) End of the story (B) End of thirty words  
(C) Story written by three people (D) Story approved by three editors
- (iv) Information about the publication of the newspaper such as editor, place of publication, printer, manager, press, etc. carried in the newspaper daily:
- (A) Infoline (B) Imprintline  
(C) Byline (D) Logoline
- (v) The main headline on the top of a page covering all columns is known as:
- (A) Blurb (B) Lead  
(C) Banner (D) Blow-up
- (vi) Removing unwanted area of picture is called:
- (A) Cropping (B) Creeping  
(C) Crossing (D) Crawling
- (vii) \_\_\_\_\_ is not a factor in editing process.
- (A) Checking (B) Cutting  
(C) Conflict (D) Changing

- (viii) Mandatory deadline for the release of a story is called:  
(A) Hold (B) Scoop  
(C) Release (D) Embargo
- (ix) Which one of the following is most perishable?  
(A) A book  
(B) A newspaper  
(C) A magazine  
(D) All of the above are equally perishable
- (x) Who edits local news?  
(A) Sub Editor (B) Stringer  
(C) Bureau Chief (D) Assistant Editor

2. Answer any **four** of the following: 10×4 = 40
- (a) Discuss the contribution of an editor behind the success of a newspaper. 10
- (b) What is Feature? Discuss the salient characteristics of Feature. How many types of Features are found in the modern newspaper? 2+3+5
- (c) Describe the structure of a News story, with suitable illustration. 10
- (d) “All reporters are journalists, but all journalists are not reporter”. Explain. 10
- (e) What is Press Conference? How does a reporter prepare himself for Press Conference? 10
- (f) Elucidate the importance of writing for Children and Women. 5+5

**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 2nd Semester Examination, 2020

**JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)**  
**MEDIA AND CULTURAL STUDIES**

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
- (i) 'Bagurumba' is the folk song of which state of India?  
(A) Kerala (B) Gujrat  
(C) Jammu and Kashmir (D) Assam
- (ii) Uses and Gratification theory is in contradiction to which theory?  
(A) Hypodermic Magic Bullet Theory (B) Individual Difference Theory  
(C) Personal Influence Theory (D) Social Learning Theory
- (iii) Name a theorist who proposed Critical cultural theory?  
(A) Herbert Marcuse (B) Theodor Adorno  
(C) Max Horkheimer (D) All of these
- (iv) The critical theory owes its origin to which school of research?  
(A) Marxist School (B) Frankfurt School  
(C) Feminist School (D) None of these
- (v) Name two aspects to Audience Reception studies?  
(A) Audience theory (B) Audience research  
(C) Both of these (D) None of these
- (vi) Critical theory can be defined as:  
(A) A theoretical approach broadly influenced by Marxist notions of ideology, exploitation, and the economy in understanding and eventually transforming society.  
(B) A theoretical approach taken by researchers who do not believe that traditional scientific methods hold any value for media studies.  
(C) A theoretical approach in which the researcher looks for any weaknesses in proposed theories and attempts to debunk them.  
(D) A hyper-critical method to examine the negative repercussions of digital media in our culture and society.

- (vii) Who proposed the Hegemony theory?
- (A) Adorno and Horkheimer (B) Marshall McLuhan  
(C) Maxwell McComb (D) Antonio Gramsci
- (viii) 'Casino' is the popular folk dance of which country?
- (A) Brazil (B) Cuba  
(C) Mexico (D) New Zealand
- (ix) Differential class-based access to technology is also known as?
- (A) Information Divide (B) Knowledge Divide  
(C) Digital Divide (D) None of these
- (x) In which year did Facebook start in India?
- (A) 2000 (B) 2001  
(C) 2005 (D) 2006

2. Answer any **four** questions from the following: 10×4 = 40

- (a) How does the industry tend to view the audience?
- (b) What are the approaches of media content speaking about caste and class?
- (c) Define Political Economy perspectives of media.
- (d) What is the role of media in Indian culture today?
- (e) How have technological transitions shaped the formation of online news media today?
- (f) Write short notes on:
- (i) Signs and codes in Media
- (ii) Reception studies.

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