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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WEST BENGAL STATE UNIVERSITY

B.A. Honours 1st Semester Examination, 2021-22

JORACOR02T-Journalism and Mass Communication (CC2)

Introduction to Media and Communication

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) Define Group Communication.

   (b) What is Twitter?

   (c) Name any two communication scientists.

   (d) Draw the diagram of Spiral of Silence.

   (e) What is Noise in Communication?

   (f) State any two limitations of communication models.

   (g) What do you know about Individual Difference Theory?

   (h) What is the difference between Two-step flow theory and Multi-step flow theory?

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

   (a) Briefly describe the impact of Television on children.

   (b) What is Mediated and Non-mediated communication? Elucidate with suitable examples.

   (c) What is the Ritual Model of Communication? Discuss in detail.

   (d) What are the different forms of communication? Discuss.

   (e) Elaborate 'Dominant Paradigm' of communication with suitable examples.

   (f) What is the level of influence under the Agenda Setting Theory?

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 1st Semester Examination, 2021-22

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

INTRODUCTION TO JOURNALISM

NEW SYLLABUS

Time Allotted: 2 Hours   Full Marks: 40

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 Hard News? Cite an example.

  (b) How did the term "Yellow Journalism" arrive?

  (c) What is "Proximity"?

  (d) State two advantages of Digital Archives.

  (e) What is Embargo?

  (f) When and by whom was the first Penny Press newspaper started?

  (g) What is deadline?

  (h) Write the full form of AFP and UNI.

2.   Answer any *three* questions from the following: 10×3 = 30

  (a) What is Inverted Pyramid pattern of news writing? Explain it with an example.

  (b) Can celebrity lifestyle stories be covered as news items or should this be described as sensationalism? Discuss.

  (c) State Robert Gunning's principles of clear writing.

  (d) Define News. Describe the different Sources of News.   2+8

  (e) Write short notes: (any *two*)   5+5

     (i)   Citizen Journalism

     (ii) Tabloid Press

     (iii) News Value

     (iv) Basic components of a News story.

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 1st Semester Examination, 2021-22

JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)

HISTORY OF THE MEDIA

NEW 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) Who was the Father of Indian Language Journalism?
    (b) State the full form of FM and AM.
    (c) When did AIR broadcast its first news bulletin?
    (d) Who coined the term "Photography"?
    (e) Name the first Bengali Newspaper of India.
    (f) Who was the founder of 'The Hindu' (1878)?
    (g) Who was the director of "Achchhyut Kanya"?
    (h) State the full form of SITE.

2. Answer any *four* questions from the following: 10×4 = 40
    (a) Briefly describe the history behind the commercialisation of television programming in India.
    (b) Chronologically trace the evolution of photography from Camera Obscura to Magic Lantern.
    (c) "Raja Ram Mohan Roy" was the first man to fight for the Freedom of Press in India – Critically discuss.
    (d) Describe, in brief, the history of music from cassette to internet.
    (e) Discuss the contribution of Mahatma Gandhi in Indian Journalism.
    (f) Write short notes on any *two*:   5×2 = 10
        (i)   Amrita Bazar Patrika
        (ii) Dada Saheb Phalke
        (iii) Sisir Kumar Ghosh
        (iv) Vernacular Press Act.

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