



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: 10×4 = 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



Correct



WEST BENGAL STATE UNIVERSITY

B.A. Honours 2nd Semester Examination, 2019

JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)

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) Frankfurt school was originally attached with which University?
(A) Heidelberg University (B) Goethe University
(C) Hamburg University (D) Berlin University
- (ii) The concept of 'Denotation' and 'Connotation' was given by
(A) Daniel Chandler (B) John Fiske
(C) Levi Strauss (D) Roland Barthes
- (iii) Who proposed the Six categories of Codes?
(A) Daniel Chandler (B) John Fiske
(C) Ferdinand de Saussure (D) Roland Barthes
- (iv) In which Essay did Stuart Hall introduce the Reception Theory?
(A) 'The Bias of Communication'
(B) 'Encoding and Decoding Television Discourse'
(C) 'The Process and Effects of Communication'
(D) 'The Media, Power, and Democracy'
- (v) 'Yakshagana' is the most popular folk drama of
(A) Kerala (B) Karnataka (C) Maharashtra (D) West Bengal
- (vi) Who is the 'Father of Semiotics'?
(A) Antonio Gramsci (B) John Fiske
(C) Ferdinand de Saussure (D) Paul Ricoeur
- (vii) According to linguist C.W. Morris semiotics can be classified into _____ structural formats.
(A) Three (B) Four (C) Five (D) Six
- (viii) What is the Example of Arbitrary Code?
(A) Any scientific symbols or names of living organism
(B) Any cultural form
(C) Any programme that is made for specific audience
(D) Any non-verbal form like gesture, head nods etc.

- (ix) Reception Theory was developed by
(A) Harold D. Lasswell (B) Stuart Hall
(C) Wilbur Schramm (D) Donald L. Shaw
- (x) According to Marshall McLuhan the meaning of Technological Determinism is
(A) The belief that technological development determines cultural and social change
(B) To explain how individuals use media
(C) To identify the media effects on public
(D) Understanding Media uses and its extension

2. Answer any *four* questions from the following: 10×4 = 40
- (a) Critically discuss the framework given by Marshall McLuhan on how technology shapes society. Explain with the concept of 'Technological Determinism' given by McLuhan. 10
- (b) What, according to you, is the relationship between a folk performer and the audience in a live performance? 10
- (c) Ideology is encountered in the practices of daily life. Elaborate with relevant examples. 10
- (d) What are the three ways in which media texts could be received according to Stuart Hall? Explain with examples. 10
- (e) Write short notes on any *two* of the following: 5×2 = 10
- (i) Hegemony
(ii) Reception theory
(iii) Medium is the message
(iv) Fandom in Popular Music
(v) Woman as Active Audiences.
- (f) Discuss the important concepts of Frankfurt school of critical theory. Explain the theory of Culture Industry. 10



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