



WEST BENGAL STATE UNIVERSITY

B.A. Honours 2nd Semester Examination, 2021

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** of the following: 2×5 = 10
- (i) The term fourth estate is coined by:
(A) Henry Fayol (B) Thomas Carlyle (C) Laski (D) Edmund Burke
- (ii) Sub Editor is the person who _____ the news for the newspaper or journal.
(A) Report (B) Edit (C) Collect (D) Publish
- (iii) One or two word small headline appearing on the left hand top of the story, is called:
(A) Topline (B) Slug (C) Small head (D) Tophead
- (iv) Removing unwanted area of picture is called:
(A) Cropping (B) Creeping (C) Crossing (D) Crawling
- (v) Name of an Indian news agency:
(A) PTI (B) CNN (C) AP (D) AFP
- (vi) _____ is copy and pictures running over two pages in the middle of the newspaper.
(A) News peg (B) Centre spread (C) Bleed (D) Middle
- (vii) Folio line gives details of:
(A) Editorial staff (B) Index of stories
(C) Name of the Company (D) Page numbers, name, date
- (viii) In which newspaper we find resident editor?
(A) The Times of India (B) Ananda Bazar Patrika
(C) Sambad Pratidin (D) Aajkal
2. Answer any **four** of the following: 10×4 = 40
- (a) Discuss the duties and responsibilities of a News Editor. 10
- (b) What is editorial? Discuss on the principles of editorial writings. What is the importance of editorial? 2+3+5

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| (c) What do you understand by lead and Intro? Discuss on different types of lead used in newspapers. | 2+8 |
| (d) "Letters to the Editor is the feedback for any newspaper's reputation." Do you agree? Mention the salient features of Letters to the Editor, with suitable examples. | 2+8 |
| (e) Discuss on importance and relevance of Health related reporting in today's pandemic situation throughout the world. | 10 |
| (f) Discuss on the different techniques of taking an interview. Explain various styles of interview with proper example. | 4+6 |

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, 2021

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) The culture traditionally practiced by a small, homogeneous, rural group living in relative isolation from other groups is known as:
(A) Mass culture (B) Popular culture (C) Folk culture (D) Community culture
- (ii) Frankfurt School was closely associated with
(A) Berlin University (B) Goethe University
(C) Moscow University (D) Oxford University
- (iii) A set of beliefs, opinions or philosophies attributed to a group of persons is known as their
(A) epistemology (B) homology (C) iconology (D) ideology
- (iv) Uses and gratifications theory focuses on:
(A) What does media do to people? (B) What do people do with media?
(C) What media do with technology? (D) What media do with identity?
- (v) The study which explores the relationship between ancient and modern texts and contexts is known as
(A) Reception studies (B) Anthropology
(C) Ancient studies (D) Textual studies
- (vi) Who coined the term 'Technological Determinism'?
(A) Thorstein Veblen (B) Clarence Ayres
(C) John Dewey (D) William Ogburn
- (vii) "The medium is the message" is a phrase coined by
(A) Marshall McLuhan (B) Karl Marx
(C) Theodor Adorno (D) Jurgen Habermas
- (viii) Which of the following is a product of New Media culture?
(A) Analog Games (B) Dating
(C) Video-calling (D) Photography

2. Answer any **four** questions from the following: 10×4 = 40
- (a) What do you mean by Culture? What are the characteristics of folk Culture? 4+6
 - (b) Discuss how Frankfurt School contributed to the development of Critical Theory. 10
 - (c) Discuss the co-relation between Media and Culture citing proper examples. 10
 - (d) How New Media has impacted the forms of culture? 10
 - (e) What are the features of live performances? How Audience influences live performances?
 - (f) What does Uses and Gratification theory implies about audience? What are the drawbacks of this theory? 4+6

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