



**UNIVERSITY OF NORTH BENGAL**

B.A. Honours Part-II Examination, 2020

**MASS COMMUNICATION AND JOURNALISM**

**PAPER-III**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.*

*Use separate Answer Books for each Half.*

**FIRST HALF**

**REPORTING AND EDITING**

**GROUP-A**

**Answer any *one* question**

10×1 = 10

1. What is an Investigative report? Provide a case study to support your answer. 5+5
2. Discuss in details the functions and qualities of a Reporter. 5+5
3. Discuss in details the advantages and disadvantages of Online reporting. 5+5

**GROUP-B**

**Answer any *one* question**

10×1 = 10

4. Write short notes on:  
(i) Sports Reporting  
(ii) Science Reporting. 5+5
5. Discuss briefly the style of writing a news report. 10
6. What is a Review? Write a short review on any book or film or an art exhibition that you have recently read, watched or visited. 5+5
7. Trace the history of Yellow Journalism. 10

**GROUP-C**

8. Answer any *five* questions:

1×5 = 5

- (a) Mention any two qualities of a reporter.
- (b) Name any one news portal of your region.
- (c) Who is a Special Correspondent?
- (d) What is Proximity?
- (e) Who is a Columnist?

- (f) What is a news agency?
- (g) Define beat reporting.
- (h) What is a credit line?
- (i) Who is a cub reporter?
- (j) Who is a stringer?

**SECOND HALF**

**EDITING AND PHOTO JOURNALISM**

**GROUP-A**

**Answer any *one* question**

10×1 = 10

- 9. Discuss in details the hierarchial structure of the editorial department of a newspaper.
- 10. What are the various types of headlines?
- 11. Discuss the principles of photo editing in connection to photo journalism.

**GROUP-B**

**Answer any *one* question**

10×1 = 10

- 12. Discuss in details the qualities of a good photographer.
- 13. What are various elements of page design of a newspaper?
- 14. “An intro makes or mars a copy.” — Explain.
- 15. What do you understand by the concept “Editorial Policy” of a newspaper house?

**GROUP-C**

16. Answer any *five* questions:

1×5 = 5

- (a) What are “Letters to the editor”?
- (b) What is “Cartoon”?
- (c) What is a ‘Caption’?
- (d) Name one software used for editing photographs.
- (e) What is Solus?
- (f) What is the difference between broadsheet and tabloid newspaper?
- (g) What is an Op-ed?
- (h) What is an ear panel?
- (i) What is photo journalism?
- (j) What is copywriting?

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