



UNIVERSITY OF NORTH BENGAL
B.A. Honours 1st Semester Examination, 2020

CC1-MASS COMMUNICATION AND JOURNALISM

INTRODUCTION TO JOURNALISM

Full Marks: 60

ASSIGNMENT

*The questions are of equal value
The figures in the margin indicate full marks.*

Answer any *three* questions

20×3 = 60

1. Why is Media considered the fourth pillar of democracy? Explain the responsibility of Media towards society. 20
2. Define and explain the origin of yellow journalism. 20
3. What is journalistic ethics? Write in detail the set of ethics prescribed by the Press Council of India. 20
4. Trace the historical development of penny press. 20
5. What do you understand by citizen journalism? Support your answer with a recent case study. 20

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