



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

GE1-MASS COMMUNICATION AND JOURNALISM

BASICS OF 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. What is news? Explain the different elements of news. 20
2. Explain the differences between print and electronic journalism. 20
3. Comment on: 20
(a) Inverted pyramid structure of news
(b) SWs 1H.
4. Mention the AINEC code of ethics. 20
5. What do you understand by Yellow journalism? Is there a slant towards yellow journalism by mainstream media? 20

—x—