



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

DSC1-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. What is journalistic ethics? Write in detail the set of ethics prescribed by the Press Council of India.
2. Write short notes on:
 - (a) SWIH
 - (b) Yellow Journalism.
3. How an event becomes a news? Justify your answer with a case study.
4. What do you mean by Citizen journalism? Provide a case study.
5. Explain the difference between the language of print media to the language of electronic media with suitable examples.

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