



UNIVERSITY OF NORTH BENGAL
B.A. Honours Part-II Examination, 2021

MASS COMMUNICATION AND JOURNALISM

PAPER-IV

Full Marks: 100

ASSIGNMENT

The figures in the margin indicate full marks.

Use separate Answer Books for each Half.

FIRST HALF

REPORTING AND PRINT JOURNALISM

GROUP-A

1. Answer any *two* questions: 20×2 = 40
- What is beat reporting? Write any four popular beat reporting areas.
 - “All news are events but not all events are news”. Elucidate in context to the elements of news.
 - What is a feature story? State the main differences between a feature story and a news story.
 - Discuss in detail the role, functions and responsibilities of a Chief Reporter of a newspaper house.
 - What is Investigative journalism? Substantiate your answer with a suitable case study.

GROUP-B

2. Answer any *one* question: 10×1 = 10
- What do you understand by the Inverted Pyramid style of report writing?
 - Write a short note on Yellow journalism.

SECOND HALF

EDITING AND PHOTOJOURNALISM

GROUP-A

1. Answer any *two* questions: 20×2 = 40
- (a) Discuss in detail the role, functions and responsibilities of a Sub Editor of a newspaper house.
 - (b) “A photo is worth a thousand words”. Justify the statement in the light of photojournalism.
 - (c) What is headline? What are the different types of headlines?
 - (d) What are the different types of newspaper layout? Illustrate the various types of newspaper layouts.
 - (e) Discuss the hierarchical structure of the editing section of a daily newspaper house.

GROUP-B

2. Answer any *one* question: 10×1 = 10
- (a) What is Scaling and Cropping in photojournalism?
 - (b) What is the significance of caption writing in photojournalism?

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