



UNIVERSITY OF NORTH BENGAL
B.A. Programme 6th Semester Examination, 2021

DSE2-MASS COMMUNICATION AND JOURNALISM

Full Marks: 60

ASSIGNMENT

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

**The question paper contains *two* papers: DSE-2A and DSE-2B.
The candidates are required to answer any *one* from *two* papers.
Candidates should mention it clearly on the Answer Book.**

DSE-2A

SPECIALIZED REPORTING

Answer any *three* questions

20×3 = 60

1. Discuss the role of Media in development. 20
2. What is business journalism? Explain the purpose of business reporting in journalism. 20
3. Analyze the growing role of sports journalism in India. 20
4. Discuss the role of media in creating environmental awareness. 20
5. Write notes on any *two*: 10+10
 - (a) Press Release
 - (b) Citizen Journalism
 - (c) Contemporary media culture.

DSE-2B

MULTIMEDIA JOURNALISM

Answer any *three* questions

20×3 = 60

1. What are the legal and ethical issues with regards to online journalism in the view of the diversity in media in India? 20
2. “Photography is a powerful tool to tell a story”. In the light of this statement explain the importance of photo journalism in today’s media scenario. 20

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| 3. | What are the various steps involved in video broadcasting/webcasting? Explain in detail with examples. | 20 |
| 4. | How is writing for Web different from writing for Television and Newspapers? What are the points to be kept in mind while writing for the Web? | 20 |
| 5. | What qualities are important to become an effective and efficient interactive writer for Mobile Journalism? | 20 |

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