



WEST BENGAL STATE UNIVERSITY

B.A. Honours 2nd Semester Examination, 2022

JORACOR03T-JOURNALISM AND MASS COMMUNICATION (CC3)

REPORTING AND EDITING FOR PRINT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** of the following: 2×5 = 10
 - (a) Who are the Leader Writers?
 - (b) What is Film Review?
 - (c) What do you understand by Paid News?
 - (d) What is Mast Head?
 - (e) What is Summary Lead?
 - (f) What is Caption?
 - (g) What is Banner Headline?
 - (h) What is the meaning of Scoop News?

2. Write short notes on any **two** of the following: 5×2 = 10
 - (a) News Beat
 - (b) Columnist
 - (c) Copy Testing
 - (d) Paid News Syndrome.

3. Answer any **three** of the following: 10×3 = 30
 - (a) Reporters are eyes and ears of a Print Media Organization. Do you subscribe to this view? Illustrate your answer giving the job of a Reporter. 1+9=10
 - (b) Define News. Discuss the main elements of News. 2+8=10

- (c) An ideal interview is said to be the midway between monologue and dialogue. Describe in brief how a Reporter can successfully negotiate this way while taking a news interview. 10
- (d) Ticking 'T's and dotting 'I's are not the job of Sub-Editors alone. Discuss in this context the role and responsibilities of a Sub-Editor. 10
- (e) What is Neutrality in News? Why is Impartiality important in Journalism? Explain. 4+6=10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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