



Total No. of printed pages =

SUBJECT CODE - JMC092103

Roll No. of candidate

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2017

End Semester BA(JMC) Examination

1st Semester

PRINT MEDIA

Full Marks- 70

Pass Marks- 21

Time- 3 hours

The figures in the margin indicate full marks.

PART – A

Q.1. All questions are compulsory:

(16 X 1 = 16)

- A. Who was the first editor of 'Calcutta Journal'?
- B. What is the date of establish of the first newspaper of India?
- C. What is 'Gagging Act' also known as?
- D. What is the full form of UTI and UNI?
- E. What is Prominence?
- F. What is Novelty Lead?
- G. What is Beats?
- H. What is Anonymous Source?
- I. What is Kicker Headline?
- J. Who is the editor of 'The Assam Tribune'?
- K. What is circulation department?
- L. What is complimentary copy?
- M. What is Caption?
- N. What is font style?
- O. What is line of reading gravity?
- P. What is Propaganda?

PART – B

Q.2. All questions are compulsory:

(14)

- A. What is the role of Vernacular Newspaper during Freedom Struggle in India?

Or

(3 Marks)

Give a brief profile of any newspaper of India which was established before Independent.

B. What is Inverted Pyramid? Explain with a suitable example. **(4 Marks)**

Or

Explain the role and responsibilities of a news reporter?

C. Define Headline. What are the different kinds of Headlines? **(3 Marks)**

Or

What is the importance of a style guide in a newspaper organization?

D. What are the difference between news in old media and in the new media technologies? **(4 Marks)**

Or

What do you mean by photo story? What are the different software utilized for photo editing?

PART – C

Q. 3. Choose any one set of questions from each group: (4 X 10 = 4)

A. i. Explain the role of the press during the freedom struggle of India.

ii. Describe the effect of emergency period on Press in India.

Or

iii. Describe Hickey's venture for the first newspaper of India.

iv. Briefly describe the contribution of Sir Metcalfe for the freedom of Press in India.

B. i. Briefly explain the different sources of News?

ii. What are the different interviewing skills required for a good news reporting?

Or

iii. What is lead? What are the different kinds of lead?

iv. With a suitable diagram, explain the structure of a newspaper organization.

C. i. What is copy editing? What are the role and functions of a copyeditor?

ii. What is online news? What is the difference between online news portal and e-paper?

Or

iii. Write short notes on Desk management.

iv. What are the main aspects of editing? Discuss briefly the role of Sub Editor in editing newspaper?

D. i. What are the principles of layout in a newspaper? Explain.

ii. What are the different elements of newspaper layout?

Or

iii. Explain the important features of column writing.

iv. Discuss the difference between news as information, education, and entertainment with examples.