



Total No. of printed pages =

SUBJECT CODE - JMC094101

Roll No. of candidate

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2017

End Semester MA(JMC) Examination

1st Semester

INTRODUCTION TO MASS COMMUNICATION

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. What is hard news?
- B. What is the significance of Headline in a news story?
- C. What is exclusive news?
- D. What is attribution in a news report.
- E. What do you mean by Rudolf Flesch formula?
- F. What is tabloid press?
- G. Write any two principles of news writing.
- H. What is citizen journalism?
- I. What is on-line journalism?
- J. What is an archive?
- K. Mention any two sources of news.
- L. What do mean by electronic journalism?
- M. Mention any two ethical standards for journalists.
- N. Write any two uses of internet.
- O. Name any two educational channels.
- P. What are 'news values'?

PART – B

Q.2. All questions are compulsory:

(14)

- A. Describe the news room structure and role.

(3 Marks)

Or

What do you understand by brevity, verification and balance while writing a news story?

B. Explain Gunning's Principles for clear writing. **(4 Marks)**

Or

Write brief notes on yellow journalism and penny press.

C. Write a short note on Inverted Pyramid. **(3 Marks)**

Or

Explain the criteria required for news worthiness.

D. Write a brief note on press and democracy. **(4 Marks)**

Or

List the various qualities of a journalist.

PART – C

Q.3. Choose any one set of questions from each group: (4 X 10 = 40)

A. i. What is news? What are the ingredients of news?

ii. What are the basic components of a news story?

Or

iii. What is the difference between hard news and soft news? Give examples.

iv. What are the basic rules of editing a news story?

B. i. Explain the skills required to write news.

ii. Write a short note on tabloid press.

Or

iii. What are the basic differences between the print and electronic journalism?

iv. Explain the principles of news selection.

C. i. What are the various sources of news?

ii. Explain the terms *Timeliness* and *Prominence* in news values.

Or

iii. Explain briefly *News Agencies* and *News releases* as two sources of news.

iv. Write short notes on the uses of archives and uses of internet in a news report.

D. i. What is the role of media in a democracy?

ii. Write a brief note on Children and the Mass Media.

Or

iii. Briefly explain Ethics in journalism.

iv. Write a short note on *Representation of women in mass media*.