

FYUGP/1st Sem/23(NEP)

2023

Four Year Under Graduate Programme (FYUGP)

1st Semester Examination (Under NEP)

MASS COMMUNICATION  
AND JOURNALISM (Major)

Paper Code : MCJMJ MC-02

(Introduction to Journalism)

Full Marks : 40

Time : Two Hours

*The figures in the margin indicate full marks.  
Candidates are required to give their answers  
in their own words as far as practicable.*

**Section - I**

Write short notes on any *five* from the following questions :

2×5=10

1. Blog
2. Mast head
3. Ear panel
4. Lead
5. Solus

P.T.O.



6. Hard news
7. By line
8. Date line

### Section - II

Write short notes on any *two* from the following :

5×2=10

9. News beat
10. News value
11. Yellow Journalism
12. Inverted pyramid

### Section - III

Answer any *two* from the following questions :

10×2=20

13. Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples. 10
14. What do you understand by news source? Why is it important to journalists? How does a journalist nurture a news source? 2+3+5
15. Page 3 reporting has become very popular among young generation. Account its growing popularity. 10