



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 2nd Semester Examination, 2020

**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** from the following: 2×5 = 10
- (i) Leader writer is one who writes the\_\_\_\_\_
- (A) Main story article (B) Middle article  
(C) Editorial (D) Feature
- (ii) Condensing a story is generally referred to as, in the newspaper offices—
- (A) Rewriting (B) Miniaturizing  
(C) Shortening (D) Boiling down
- (iii) 'XXX' in a news copy denotes:
- (A) End of the story (B) End of thirty words  
(C) Story written by three people (D) Story approved by three editors
- (iv) Information about the publication of the newspaper such as editor, place of publication, printer, manager, press, etc. carried in the newspaper daily:
- (A) Infoline (B) Imprintline  
(C) Byline (D) Logoline
- (v) The main headline on the top of a page covering all columns is known as:
- (A) Blurb (B) Lead  
(C) Banner (D) Blow-up
- (vi) Removing unwanted area of picture is called:
- (A) Cropping (B) Creeping  
(C) Crossing (D) Crawling
- (vii) \_\_\_\_\_ is not a factor in editing process.
- (A) Checking (B) Cutting  
(C) Conflict (D) Changing

- (viii) Mandatory deadline for the release of a story is called:  
(A) Hold (B) Scoop  
(C) Release (D) Embargo
- (ix) Which one of the following is most perishable?  
(A) A book  
(B) A newspaper  
(C) A magazine  
(D) All of the above are equally perishable
- (x) Who edits local news?  
(A) Sub Editor (B) Stringer  
(C) Bureau Chief (D) Assistant Editor

2. Answer any **four** of the following: 10×4 = 40
- (a) Discuss the contribution of an editor behind the success of a newspaper. 10
- (b) What is Feature? Discuss the salient characteristics of Feature. How many types of Features are found in the modern newspaper? 2+3+5
- (c) Describe the structure of a News story, with suitable illustration. 10
- (d) “All reporters are journalists, but all journalists are not reporter”. Explain. 10
- (e) What is Press Conference? How does a reporter prepare himself for Press Conference? 10
- (f) Elucidate the importance of writing for Children and Women. 5+5

**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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