



WEST BENGAL STATE UNIVERSITY
B.A. Honours 5th Semester Examination, 2021-22

JORADSE02T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

PRINT JOURNALISM AND PRODUCTION

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** questions from the following: 2×5 = 10
- (a) What do you understand by Typography?
 - (b) What is Folio?
 - (c) Write the names of two page make-up software.
 - (d) To whom is called Paparazzi?
 - (e) What is Circus Layout?
 - (f) Define Beat Reporting.
 - (g) What is the difference between economical and financial news?
 - (h) What is sting operation?
2. Answer any **four** questions from the following: 10×4 = 40
- (a) How have computers and software for editing changed the function of proof reading, page make-up and layout? Discuss with example. 10
 - (b) Do you think technology has an impact on newspapers and magazines? Discuss elaborately. 10
 - (c) Discuss briefly about Parliamentary reporting. 10
 - (d) What do you understand by page layout? Describe the different types of the page layout. 3+7
 - (e) What are the reason for increase in use of photograph in newspaper? 10
 - (f) Headlines perform the functions of summarizing and advertising the news story. Explain. 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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