No. of Printed Pages—2

410 (JOR)

[20-HKPGDEO–M2S(O)21J]

PGDMC 2nd Semester (Old) Exam., 2020

MASS COMMUNICATION

[PGDMC (S2) 06]

(Journalism)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What is the function of a copy desk?

(b) What do you mean by scoop news?

(c) Why are different beats assigned to different reporters in a media organization?

(d) What are the six basic questions every news story has to answer?

(e) What is the narrative lead of a news story?

(f) Why is layout important for a newspaper?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Why is a lot of emphasis given on objectivity in reporting and news presentation in the present-day context?

(b) What is the structure of a news story?

(c) What is the job of a photo-editor?

(d) Explain any five qualities of a news reporter.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) How can one judge the credibility of a news source?

(b) Contextualize responsibility of a reporter in present circumstances.

(c) Explain three different beats of reporting in a media organization.

(d) Differentiate between dateline and byline with the help of examples.

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) What should the qualities of a news reporter be different features of an investigative reporting?

(b) Elucidate your answer by giving special emphasis on sting operation.

(c) What is news editing? What are the various stages of editing in case of print media?

(d) Explain the page makeup and page layout of a newspaper with the help of examples.

(e) Give a brief overview of the history of news agencies in India. What are the major recommendations of the Kuldip Nayar Committee on the role and functions of news agencies in India?

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