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(Held in 2022)

Paper : BMM-VC-1036

(Journalism)

(Mass Media)

Full Marks: 60

Time: 3 hours

The figures in the margin indicate full marks for the question

1. **Answer the following as directed:**　　　　　　　　　1X7=7
   a) Who coined the term news values?
   b) Name two Indian News Agencies.
   c) Which Indian newspaper has maximum city editions?
   d) In which year the first Indian Newspaper was started?
   e) News Agency Associated Press belongs to which country?
   f) Define news.
   g) What is KISS rule?

2. **Answer the following questions:**　　　　　　　　　2X4=8
   Write short notes on the following:
   a) News values.
   b) Caption story.
   c) Soft news.
   d) By-line.

3. **Answer the following (any *three*):**　　　　　　　　5X3=15
   a) Differentiate between news and feature in your own words.
   b) Discuss the characteristics of hard news.
   c) Compare between Exclusive and Breaking news with suitable examples.
   d) Elucidate the functioning of News Agency in detail.
   e) Conceptualise the News Editing and its importance in your own words.

4. **Answer the following (any *three*):**　　　　　　　　10X3=30
   a) Define sources. How can you classify various types of sources?
   b) Write a detailed description of interviewing techniques for journalism. Why research is important before conducting an interview?
   c) What do you understand by news? Classify various categories of it with suitable examples.
   d) Write a descriptive account of PCI guidelines for journalists regarding maintenance of objectivity.
   e) Discuss the guiding principles for copy editing for print media.

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