

U.G. 2nd Semester Examination - 2022**MEDIA STUDIES****[HONOURS]****Course Code : MSDH-CC-T-4**

Full Marks : 60

Time : 2½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.***Answer all the questions.**1. Answer any **ten** of the following: 2×10=20

- a) Editing Desk
- b) Staff Reporter
- c) Sports Correspondent
- d) Lead
- e) Uses of Software in editing
- f) Photo Journalism
- g) Soft stories
- h) Anchor Story
- i) Byline

- j) Direct Headline
- k) News Elements
- l) News Capsule
- m) Newspaper Mast Head

2. Answer any **four** of the following questions:

5×4=20

- a) Explain the importance proof reading marks in editing.
- b) Inverted Pyramid Structure of News reporting.
- c) Describe Importance of news agency in getting new bulletin of the day for a new organization.
- d) Use of Software in making a dummy page for a newspaper such as Quark Xpress, Adobe In-design etc.
- e) Write a report in about 100 words for a newspaper in describing the "craze of Hindu devotees in visiting 'Tarakeswar' for offering water to lord Shiva".
- f) "There is a need to cross check every new story before printing or broadcasting". Write your answer in support or against the given statement.

3. Answer any **two** of the following questions:

10×2=20

- a) Headlines provide a summary of the news story; validate this statement by giving two examples of an incident of your choice and explain five different types of headlines of your choice.
- b) A sub editor is also the backbone of a newspaper organization. Do you agree to this statement? Explain the roles, responsibilities and duties of a sub editor with respect to this opinion.
- c) News agencies cater the need of several small news organizations where staff capacity is very less. Explain the contribution of news agencies in reference to this statement; you may take Press Trust of India as an example.
- d) *"Social Media may circulate fake news for propaganda"*. Write your answer in agreement or disagreement with this statement.
