KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

PhD Entrance Examinations, 2022

PART B

Mass Communication

Full Marks: 50

Time: 1hr 30 minutes

1. Answer any two from the following questions of 15 marks each (Answers should be within 200 words) 2X15 = 30

Q.1 : Can documentary film be described as 'the creative interpretation of reality'? Discuss the role of the Films Division in pioneering the documentary film movement in India.

Q.2 : What do you understand by Public Service Broadcasting? Critically evaluate the role of radio as a Public Service Broadcaster and also its effort to earn revenue.

Q.3 : Can social media be used for crisis communications and emergency management? Enlist some of the social media best practices during a real-world crisis or emergency.

2. Answer any two from the following questions (each within 150 words) : 2x10=20

Q.1 : Why is it important to be mindful of the amount and quality of the news during the COVID-19 pandemic?

Q.2 : ''Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?

Q.3 : What do you mean by an advertising campaign? How would you design and promote an advertising campaign? Give examples.

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