No. of Printed Pages—2

14 (MCJ)

[17–HDGKACRM–M1]

PGDBJ 1st Semester Exam., 2017

MASS COMMUNICATION AND JOURNALISM

(PGDBJ–01)

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 within *50* words) : 2×5=10

(a) Define 'noise' and its various types with at least two examples.

(b) Write the meaning of 'mass' in mass communication.

(c) Write how hard news is different from soft news. Give example of one each.

(d) Define 'style book'.

(e) State the difference between 'stringer' and 'freelancer'.

(f) What do you understand by the term 'headroom' in photography?

2. Write short notes on any *three* of the following (each within *150* words) : 4×3=12

(a) Verbal *vs.* Non-verbal communication

(b) Democratic Participant Media Theory

(c) Sources of news

(d) Beat reporting

(Turn Over)

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

(a) Define Agenda setting theory. Do you think Assam Press is successful in setting agenda in recent years? Justify your answer with suitable examples.

(b) Write a note on different news values with suitable examples.

(c) Explain various qualities needed to become a good reporter.

(d) Give an overview of an ideal newsroom set up and the role of editors in it.

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

(a) Discuss various theories of media. Which theory do you think is the best fitted in Indian context? Justify your answer with suitable examples.

(b) Define mass communication and its characteristics. Also discuss about the functions and media of mass communication.

(c) Discuss about different types of reporting. Give an analytical view on the Assam Press in relation to the use and coverage of different types of reporting.

(d) Do you think communication models are able to describe the media situation in the recent time? Give your views on the best suited model of communication in the age of social and digital media. Give examples.

(e) Write a news on the recent demonetization in India announced on November 8, 2016 and its impact on the mass people.

★ ★ ★