No. of Printed Pages—2

16 (MS)

[17-HDGKACRM-M1]

PGDBJ/PGDMC/MMC 1st Semester Exam., 2017

MEDIA STUDIES

[PGDBJ/PGDMC/MMC 03]

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 reach and access.

(b) State any four differences between folk media and electronic media.

(c) "Raja Ram Mohan Roy is known as the father of journalism in India." Why?

(d) What are the different types of camera based on technology?

(e) Define the term 'celluloid'. What is the main advantage of a celluloid film?

(f) Which period is known as the 'golden fifties' in Indian cinema?

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

(a) Concept of audience as 'consumers'

(b) Compose and expose rule in photography

(c) Film society movement in India

(d) Programme composition of All India Radio

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

(a) Write about the characteristics of various mass communication media, giving their advantages and disadvantages.

(b) Discuss agenda setting role of mass media with suitable examples.

(c) Discuss radio as an effective mass communication media in India.

(d) Write about the concept of media convergence. Predict the future of mainstream media in the era of media convergence. Illustrate your answer with examples.

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

(a) Give an overview of traditional folk media of Assam with special reference to your own community. How the advantages of traditional folk media can be used in development communication? Explain with examples.

(b) Discuss the development and present status of film in India with special reference to regional films of Assam and Manipur.

(c) Discuss the concept of new media. Write about its characteristics and usages in mass communication in recent days.

(d) Give a critical view on the programmes of Doordarshan and private satellite channels.

(e) "Television production is a complex, time-consuming process that demands coordination among a wide variety of people." Explain it in the context of the different stages of television production.

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