No. of Printed Pages—2

54 (TV)

[19-HBPGKOW–M3S(O) 20M]

MMC 3rd Semester (Old) Exam., 2019 (W)

MASS COMMUNICATION

[MMC (S3) 11]

(Television)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* questions from the following (each in around *50* words) : 2×5=10

(a) Name the first automated satellite news channel of India. Where is it located and what does it broadcast?

(b) What were the main objectives of the SITE experiment?

(c) Why was the Broadcasting Bill (1997) adopted?

(d) What is the function of the regional news units?

(e) Why is television said to be a 'lean back' medium?

(f) Mention any four rules for writing for television.

2. Answer any *three* questions from the following (each in around *150* words) : 4×3=12

(a) Analyze the negative effects of television.

(b) Write a note on the recommendations of the Chanda Committee as far as the autonomy of the broadcasting sector is concerned.

(c) Describe the post-production phase of a television programme with the help of a flowchart.

(d) What is the purpose of good lighting in production?

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

(a) Discuss the emergence of television in the world and its status during the World War.

(b) Explain the process of satellite communication.

(c) Discuss the different types of television news.

(d) What is the importance of pronunciation in news presentation? How can one overcome the causes of mispronunciation?

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

(a) Discuss the role and responsibilities of various news personnel involved in the production of news.

(b) Mention the characteristics of a TV news report. What is the basic structure of television news bulletin?

(c) What qualities are required to be a television reporter? Analyze the duties and responsibilities of a reporter.

(d) Explain the concepts of linear and non-linear editing and discuss the differences between them.

(e) What is the meaning of good composition in the context of photographs? Discuss the principles of good composition.

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