No. of Printed Pages—2 **1180 (PDEMS)**

[23 HKPD1SNP- 24M]

MAJMC 1st Semester (NEP) Exam. 2023 (W)

(*Media Studies*) (DSE)

[JMC S1-04]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* from the following questions (each within 400 words): $10 \times 5 = 50$

(*a*) Which form of media has the highest audience reach and access in the country ? Explain with the help of examples.

(*b*) How does mass media serve as an important medium of generating public opinion ? Give reasons in support of your answer.

(*c*) What changes have you observed in the growth and development of mass media in the post-independence era ?

(*d*) What are the advantages of traditional folk media over other forms of mass media ?

(*e*) Write a note on the relevance and importance of print media in the age of digital media.

(*f*) Why clarity of expression is said to be an important requisite of a news reporter ?

(*g*) How does radio function as an important medium of mass communication ?

(*h*) What are the different types of camera movements ?

2. Answer any *four* from the following questions (each within 200 words): $5 \times 4 = 20$

(*a*) What is the role of photojournalism in our society ?

(*b*) Explain the concept of film appreciation.

(*c*) What was the contribution of Satyajit Ray towards the growth of Indian film industry ?

(*d*) What factors can be attributed to the development of television in India ?

(*e*) What are the different phases of television production ?

(*f*) 'New media are space binding and time binding' - Explain.