[24-HKPD1SN- 24J (M2)]

MA 1st Semester (NEP) Exam. 2024 (S2)

MASS COMMUNICATION

(*Media Studies*)

[PG 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 in around 400 words): $10 \times 5 = 50$

(*a*) How significant is the 'audience' in mass communication ? State the relevance of access, engagement and feedback in the world of digital media.

(*b*) Do you think that media adopts the 'agenda setting' role during political coverage ? If yes, give reasons for your answer. If no, then state any other aspect of media that finds relevance in political communication.

(*c*) How did print media change and impact the independance movement of India ? Explain with examples.

(*d*) How can folk media be used as a means of development agent ?

(*e*) State some advantages of Radio over other communication media. How can it withstand and adapt in the digital world ?

(*f*) What is a radio documentary ? How is it different from other radio programes.

(*g*) What are the different parts of a camera body ? Explain in details.

(*h*) Discuss about the evolution of new wave film in India along with the establishments of subsequent societies & institutions.

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

(*a*) What are the different types of photo-journalism ? State with examples.

(*b*) Explain how SITE changed the course of television's history in India.

(*c*) State a few important points that a journalist needs to keep in mind while field reporting.

(*d*) What is convergence in media ? Explain the concept in the current context.

(*e*) What is CBFC ? Discuss its role and responsibilities.

(*f*) Categorize newspapers on the basis of frequency, size and range of circulation.