[24-HKPD1SN- 24J (M2)]

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

JMC (VAC)

(*Traditional Media*)

[PG, S1 - 05]

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*) What do you mean by Tradition ? Discuss how traditional folk media reflects the society, its culture and traditions.

   (*b*) What is Burrakatha ? Do you think traditional media must be merged with modern electronic media for better transmission of ideas and information ? Explain with examples.

   (*c*) What is the status of the use of traditional folk media for development communication in our country ?

   (*d*) What did Rabindranath Tagore say about the traditional forms ? Describe the features of folk tradition.

   (*e*) Explain the different forms of puppetry with suitable examples.

   (*f*) Is the role of traditional media being overshadowed by the rise of modern mass media ? Justify with suitable examples.

   (*g*) Why is folk performance said to be a composite art ? Describe the different types of folk art forms.

(*h*) What makes traditional media an effective medium of communication ? Illustrate the basic characteristics of traditional folk media.

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

(*a*) How does Traditional folk media serve as indigenous tool of interpersonal and intergroup communication ? Explain with suitable examples.

(*b*) Has the growth of electronic media led to a decline in popular forms of traditional media ? Justify your answers with suitable examples.

(*c*) What are the disadvantages of using mass media for development communication ? Discuss.

(*d*) Explain what is development communication and development media.

(*e*) How does cinema help in communicating social ethos ? Discuss.

(*f*) What is the role of DFP and song and Drama Division in the use of traditional media as a communication tool for awareness campaign in India ? Discuss.