14 (MCJ)

[18–HRGPKAC–M1S]

PGDBJ 1st Semester Exam., 2018

MASS COMMUNICATION AND JOURNALISM

[PGDBJ 01]

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) State the basic difference between mass communication and mass media.

(b) Write the meaning of encoding.

(c) Define 'news'.

(d) What is 'scoop' ?

(e) What is a beat? Name two important reporting beats.

(f) State the meaning of news sense.

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

(a) Photo editing

(b) Investigative reporting

(c) Lead or Intro

(d) Barriers to communication

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

(a) Write the differences between the terms reporter, correspondent and stringer. Discuss them briefly.

(b) Mention five important points to be followed while writing headline.

(c) What are the different functions of communication? Explain them.

(d) Discuss the 'bullet theory' of communication.

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

(a) Write the different types of communication depending on the number of participants. Why is mass communication called as mediated communication?

(b) Explain the mathematical model of communication. Define the concept 'noise', in the context of the model.

(c) Define editing. Why is editing important in a newspaper? Briefly describe the different steps of editing.

(d) What is a news source? Give examples. What are the criteria by which one can judge source credibility?

(e) Write a news on a topic of your choice in appropriate format.

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