No. of Printed Pages—2

16 (MS)

[18–HRGPKAC–M1S]

MMC/PGDBJ/PGDMC 1st Semester Exam., 2018

MEDIA STUDIES

[MMC 03]

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) Why are traditional folk media considered to be 'personal media' ?

(b) How do mass media set the agenda for the people?

(c) Mention two weaknesses of the radio medium.

(d) What are the three stages of production?

(e) Mention two characteristics of new media.

(f) Write the meaning of the concept of 'media convergence'.

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

(a) How do mass media play a role in creating public opinion?

(b) What role did media play during the freedom struggle of India?

(c) State the meaning of a 'shot'. Name the basic shots.

(d) Describe the impact of film on the audience.

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

(a) What are the different types of mass media? Which one of them is the most suitable for communicating with the rural and underdeveloped areas of the country and why?

(b) "Folk media reflect social changes." Discuss.

(c) What is the meaning of the word 'caption' ? What points should be taken care of while writing and editing a photo-caption?

(d) Discuss in detail the growth of Doordarshan.

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

(a) Discuss the development of mass media in the post-independent India.

(b) Discuss the growth and development of print media in India.

(c) New media vehicles have given rise to a new media culture. Elucidate.

(d) Do you believe that the popularity of radio as a mass medium has come down with the growth of the television industry? Give reasons in support of your answer.

(e) Is convergence a boon or a bane? Substantiate your views with the help of examples.

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