14 (MCJ)

[19-HBPGKOW-M1S(O) 20M]

PGDBJ 1st Semester (Old) Exam., 2019 (W)

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* of the following questions (each in around *50* words) : 2×5=10

(a) Define model.

(b) Explain the process of communication with the help of a diagram.

(c) What is accuracy in news reporting?

(d) What is the importance of headline in a news story?

(e) What are the three functions of communication as given by Lasswell?

(f) Explain the meaning of 'novelty' in the context of news value.

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

(a) Write a short note on Newcomb's model.

(b) What is the difference between a reporter and a correspondent?

(c) What are the basic features of an investigative reporting?

(d) What are the basic requisites of a good photograph?

3. Answer any *three* of the following questions (each in around *250* words) : 6×3=18

(a) Briefly discuss the evolution of Mass Communication.

(b) What are the barriers to communication? Explain with examples.

(c) What is news? How can one judge the source of credibility in a news report?

(d) Explain the role of an editorial department in a newspaper organization.

4. Answer any *four* of the following questions (each in around *500* words) : 10×4=40

(a) What do you mean by normative theories? Explain the different types of normative theories.

(b) Explain how the uses and gratification theory be applicable in the present situation of media conglomeration.

(c) What do you mean by beats? What are the different types of beat reporting?

(d) "Reporting is the journalist's word for research, for the collection of data, for the gathering of facts." Elaborate the statement.

(e) Explain the different features of Wilbur Schramm's model of communication.

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