[19-HBPGKOW–M1S(O) 20M]

PGDBJ/PGDMC/MA-JMC/MMC (Back) 1st Semester (Old) Exam., 2019 (W)

MASS COMMUNICATION

[PGDBJ/PGDMC/MMC–03]

(Media Studies)

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 in around *50* words) : 2×5=10

(a) Why are audiences considered as 'consumers' of media?

(b) Mention any two advantages of traditional folk media.

(c) What are the different types of print media?

(d) Mention the different types of camera.

(e) Differentiate between art and commercial movies.

(f) Why are mobile phones considered to be the vehicles of new media?

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

(a) Write a note on the programme composition of All India Radio.

(b) What are the characteristics of the television medium?

(c) Discuss the categories of news items as given by Graber.

(d) Explain the concept of convergence in media.

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

(a) Analyze the role of traditional folk media in development communication. Give examples.

(b) Discuss the differences between the media of radio, television and print.

(c) Mention the vital points that distinguish new media from the other forms of media.

(d) Analyze with suitable examples the relevance and impact of convergence in the present world.

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

(a) Do you think that mass media help in creating public opinion and set the agenda for the people? Give reasons in support of your answer.

(b) Discuss the status of mass media in India in the post-Independence period.

(c) Analyze the importance of print media in the present context along with the challenges faced by the media.

(d) Explain the importance of shots and movements in a movie camera.

(e) Analyze the growth and present scenario of the Assamese film industry along with the contributions of the early filmmakers of the State.

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