No. of Printed Pages—2

16 NM (MS)

[22-HKPD1SN-23A]

MA-JMC 1st Semester (New) Exam. 2022 (W)

JOURNALISM AND MASS COMMUNICATION

(*Media Studies*)

[MAJMC/PGJMC S1-03]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* of the following questions (each in around 50 words) : $2 \times 5 = 10$

(*a*) What is mass advertising ? What is targeted advertising ? Give examples.

(*b*) Why Christian Missionaries are credited for bringing about mass communication environment in India ?

(*c*) What is the major disadvantages of traditional folk media ?

(*d*) What are the weaknesses of Radio ?

(*e*) What is candid photography ? What is secret photography ?

(*f*) What are the differences between Art Movies and Commercial Movies ?

2. Answer any *four* of the following questions (each in around 120 words) : $3 \times 4 = 12$

(*a*) What are the advantages of convergence in the field of education and administration ? Is convergence cost effective ?

(*b*) What are the advantages of new Media ?

(*c*) Write a note on SITE.

(*d*) What are the difference between a pamphlet and a leaflet ?

(*e*) What is shot ? Name the basic shots of a movie camera.

3. Answer any *four* of the following questions (each in around 250 words) : $6 \times 4 = 24$

(*a*) Explain the basic characteristics of New Media.

(*b*) How can folk and traditional media facilitate dissemination of development communication messages to the people ?

(*c*) Write briefly about development of Television in India after Independence.

(*d*) Write about life and works of Satyajit Ray.

(*e*) What are the three basic genres of news items ? What is the difference among them ?

4. Answer any *three* from the following questions (each in around 300 words) : $8 \times 3 = 24$

(*a*) Discuss the essential qualities of a news reporter (any ten).

(*b*) Write the code of ethics followed by National Press Photographers Association.

(*c*) 'Radio's popularity cannot diminish with the boom in televsion industry.' Comment on this.

(*d*) Enumerate the advantages and disadvantages of radio, television and newspapers as mass media.
