14/14 N (MCJ)

[22-HKPD1SN-23A]

DBJ/PGDBJ 1st Semester (New) Exam. 2022 (W)

MASS COMMUNICATION

(*Mass Communication and Journalism*)

[PGDBJ (F1)-01]

Full Marks : 70/80

Time : 3 hours

The figures in the right-hand margin indicate marks.

[Candidates admitted in and after 2020 need to answer only Q.No. 1 to Q.No. 4 [illegible]]

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

   (a) What is the meaning of communication ?

   (b) What is considered as starting point of the concept of Mass Communication ?

   (c) What is a model ?

   (d) What is hard news ?

   (e) What is the importance of beat reporting ?

   (f) What is sealing ?

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

   (a) Give three differences between Verbal and Non-verbal Communication.

   (b) Write the characteristics of a good headline.

(*c*) Mention three basic responsibilities of a reporter.

(*d*) Mention the functions of communication according to Lasswell.

(*e*) What is the difference between the terms reporter, correspondent and stringer ?

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

(*a*) Explain George Gerbner's model of communication with the help of a diagram.

(*b*) Analyse the importance of the Libertarian Theory in the context of freedom of the press.

(*c*) What are the different news values ? Explain with examples.

(*d*) Analyse the importance of objectivity and authenticity in news.

(*e*) A news reporter requires some qualities for becoming a good reporter. Explain them.

4. Answer any *three* of the following questions (each in around 300 words) : 8 × 3 = 24

(*a*) What are the different types of reporting ? Explain any one of them with examples.

(*b*) What is beat reporting ? Mention some important beats.

(*c*) Explain the newsroom setup of a media organisation.

(*d*) Describe the responsibilities of photo editor.

(Q. No. 5 is only for learners admitted before 2020)

5. Answer any *one* of the following questions (in around 350 words) : 12 × 1 = 12

(*a*) Describe the structure of a news story.

(*b*) Discuss the various source of news.