14/14N (MCJ)

[21 HRKP1S(O/N)–22A]

PGDBJ 1st Semester Exam., 2021 (W)

MASS COMMUNICATION

(Mass Communication and Journalism)

[PGDBJ 01]

Full Marks : 70/80

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) What is communication?
   (b) What are the functions of Mass Communication?
   (c) Which media theory applies best to India?
   (d) Define 'news'.
   (e) Name six important reporting beats.
   (f) What are the four stages of news editing?

2. Answer any three of the following questions (each in around *150* words) : 4×3=12
   (a) Discuss the gatekeeping model of communication.
   (b) What is exclusive news? What is a scoop?
   (c) Compare verbal and non-verbal communications.
   (d) Discuss the following terms related to photo editing :
      (i) Cropping
      (ii) Caption

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

(a) Explain the 'uses and gratification' theory.

(b) What do you mean by the sources of news? Briefly discuss various sources of news.

(c) What are the essential qualities of a news reporter?

(d) "Investigative journalism is the most challenging form of journalism." Do you agree with this statement? Give reasons.

Learners admitted in 2020 and 2021 batch need to answer only 3 sub-questions of Q. No. 4. All other learners will have to answer 4 sub-questions of Q. No. 4

4. Answer any *four* of the following questions (each in around *500* words) : $\frac{10 \times 3 = 30}{10 \times 4 = 40}$

(a) Describe the set-up of newsroom in a television and print media, news organisation.

(b) Explain the various features of Wilbur Schramm's model of communication.

(c) Explain five functions of Mass Communication.

(d) What do you understand by the term barriers to the communication process? Provide with suitable examples.

(e) Elaborate the basic principles of copy editing.

★★★