No. of Printed Pages—2

16/16N (MS)

[21 HRKP1S(O/N)–22A]

PGDBJ/PGDMC 1st Semester Exam., 2021 (W)

MASS COMMUNICATION

(Media Studies)

[PGDBJ/PGDMC 03]

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) Why are traditional folk media considered to be 'personal media'?

   (b) What is community radio?

   (c) What is the importance of caption for a photograph?

   (d) Is cinema a mass medium? Why?

   (e) What are the different types of television programmes?

   (f) Mention the difference between new media and conventional media.

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

   (a) What is the importance of 'reach' and 'access' in the context of a mass medium and its impact on the society?

   (b) How can traditional folk media be utilized for the development of the society? Give examples.

   (c) Write a note on the private satellite television channels of India.

   (d) Explain the different stages of television production with the help of a flow chart.

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

(a) What role do media play in creating public opinion and in agenda-setting? Give examples.

(b) Is it possible to successfully disseminate information related to COVID-19 to the masses in rural areas of Assam using only folk and traditional media? State your reasons.

(c) Describe the strengths and weaknesses of the radio medium in comparison to other media forms.

(d) Analyze the growth of the Assamese film industry.

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* from the following questions (each in around *500* words) : $\frac{10\times3=30}{10\times4=40}$

(a) Explain the role of media in the freedom movement of India.

(b) Analyze the status of print media in India in the present times.

(c) What is photography? Why is it considered to be a form of mass media?

(d) New media vehicles have given rise to a new media culture. Elucidate.

(e) What is media convergence? Describe its impact on the society.

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