16/16 N (MS)

[22-HKPD1SN-23A]

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

MASS COMMUNICATION

(*Media Studies*)

[PGDMC/PGDBJ-03]

Full Marks : 70/80

Time : 3 hours

The figures in the right-hand margin indicate marks.

admitted in and after 2020 need to answer only Q.No. 1 to Q.No. 4

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

(a) What are the two main functions of mass media ?

(b) What is the purpose of 'Mohoho' folk tradition ?

(c) What is a tabloid sized newspaper ?

(d) What is the difference between broadcasting and narrowcasting ?

(e) Write a short ntoe on CBFC.

(f) Briefly explain 'Digital Media'.

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

(a) What do you understand by the terms 'Reach' and 'Access' ? Explain.

(b) What is the relevance of traditional folk media in the present day context ?

(c) Briefly explain the contribution of Gandhiji to the Indian Press.

(*d*) Discuss briefly the role of radio as a mass media.

(*e*) Write about the contribution of Satyajit Ray to Indian films.

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

(*a*) Write short notes on 'SITE' and 'Kheda Experiment'.

(*b*) What is a shot ? Explain the basic shots of a movie camera.

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

(*d*) Is convergence a boon or a bane ? Discuss with suitable examples.

(*e*) Write an account of the history of the beginning of 'Akashvani-Guwahati'.

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

(*a*) New media are a combination of mass media communication and interpersonal communication. Explain in detail.

(*b*) Compare the advantages and disadvantages of the different mass media vehicles. Which of these is your favourite and why ?

(*c*) Discuss the history and growth of Assamese film industry.

(*d*) How can traditional folk media facilitate dissemination of development messages and information to the masses ? Explain with suitable examples.

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

5. Answer any *one* of the following questions (in around 350 words) : $10 \times 1 = 10$

(*a*) Explain the relevance of print media in India in the present times.

(*b*) Give an overall idea of the development of the mass media scenario in India.