No. of Printed Pages—2

16NM (MS)

[21 HRKP1S(N)–22A]

MA-JMC 1st Semester (New) Exam., 2021 (W)

JOURNALISM AND MASS COMMUNICATION

(Media Studies)

[PGJMC S1 03]

Full Marks : 70

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

   (a) What role did the Christian Missionaries play in developing mass communication in India?

   (b) Why is Raja Ram Mohan Roy described as the father of journalism in India?

   (c) What is the function of shutter in photography?

   (d) What kind of impact does film have on its audience?

   (e) How is writing for audio-visual media different from writing for print?

   (f) What is media convergence?

2. Answer any *four* from the following questions (each in around *100* words) : 3×4=12

   (a) Give two examples of successful utilization of traditional folk media for social change.

   (b) State the difference between broadcasting and narrowcasting.

   (c) How is new media different from the conventional media?

   (d) Why did Lev Manovich call new media a cultural form? What is remediation?

   (e) What are the responsibilities that a reporter should have?

3. Answer any *four* from the following questions (each in around *200* words) : 6×4=24

(a) Does media set the agenda for people in the society? Give your opinion.

(b) What role did print media play in the freedom struggle of India?

(c) Explain the importance of the different camera movements.

(d) Discuss the impact of private satellite channels on Doordarshan.

(e) What kind of impact can convergence have on the conventional forms of media?

4. Answer any *three* from the following questions (each in around *250* words) : 8×3=24

(a) Describe the development of television in India as a mass media in the post-independence era.

(b) What is photojournalism? What is its importance in the present context?

(c) Select any three filmmakers of India and analyze their contributions towards cinema.

(d) What role can cinema play in creating awareness about women empowerment? Give examples.

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