

PG Odd Semester (CBCS) Exam., December—2016

JOURNALISM AND MASS COMMUNICATION

(1st Semester)

Course No. : JMCCC-101

(Introduction to Journalism and Mass
Communication)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **five** questions, taking **one**
from each Unit

UNIT—I

1. (a) Discuss the role of James Augustus Hickey as the father of Indian Journalism. 9
- (b) Define the nature and scope of Journalism in India. 5

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(Turn Over)

2. (a) Discuss the contributions of Raja Rammohan Roy as a great social reformer. 9
- (b) Discuss the concepts of advocacy journalism and citizen journalism with appropriate examples. 5

UNIT—II

3. (a) Discuss the characteristics of communication. 5
- (b) Describe the types and levels of communication. 9
4. (a) Explain three different models of communication. 9
- (b) Define meaning and characteristics of Mass Communication. 5

UNIT—III

5. (a) Discuss the functions of Mass Media in brief. 5
- (b) Write an essay on origin and development of All India Radio as a public broadcaster. 9
6. (a) Briefly explain the issue of convergence of Media industries. 5
- (b) Discuss the emerging trends of Mass Media in India. 9

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(Continued)

UNIT—IV

7. (a) What do you mean by the Traditional Folk Media? 5
(b) Discuss the characteristics of traditional Folk Media. 9
8. (a) Discuss any three traditional Folk Media forms found in North-East India. 9
(b) Discuss the role of puppetry as a popular Folk Media form. 5

UNIT—V

9. (a) Define New Media. 5
(b) Discuss the role of ICT in a developing country like India. 9
10. Write short notes on any *two* of the following : 7×2=14
(a) Advent of press in North-East India
(b) Interpretative and investigative journalism
(c) Barriers to communication
(d) Internet

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