

6. What do you understand by media conglomerate? What are the advantages and disadvantages of media conglomeration. 4+10=14

UNIT-IV

7. Define traditional folk media. Discuss the advantages of traditional folk media over modern mass media. 4+10=14
8. Discuss any three folk media forms of India elaborating what role each can play in rural development. 14

UNIT-V

9. Define 'New Media'. Discuss the impact of New Media on Indian society. 4+10=14
10. Discuss the new trends of mass media in India with special reference to OTT (Over the Top) platform. 14

PG Odd Semester Examination, 2022

JOURNALISM & MASS COMMUNICATION

(1st Semester)

Course No.: JMCC-101 (O)

(Introduction to Journalism and Communication)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

*The figures in the margin indicate full marks for the questions.
Answer any five questions taking one from each unit.*

UNIT-I

1. What do you understand by concept of journalism? Define the nature and scope of journalism in India. 7+7=14
2. What are the different genre's of journalism? Discuss citizen journalism in details. 7+7=14

UNIT-II

3. What is communication? What are the different kinds of barriers to communication? Describe each type. 4+4+6=14
4. What is Mass Communication? What are its characteristic. 7+7=14

UNIT-III

5. Discuss the function of Mass Media. Discuss the main provision of the Prasar Bharati Act. 7+7=14