

PG Odd Semester Examination, 2022

JOURNALISM & MASS COMMUNICATION
(1st Semester)

Course No.: JMCC-501
(Introduction of Media & Communication)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

*The figures in the margin indicate full marks for the questions.
Attempt 5 questions taking one from each unit.*

UNIT-I

1. (a) What are the different types of Media?
(b) Discuss the role of media in society in general and within democratic context in particular.
4+10=14

Or

2. (a) Define mainstream media, alternate media, and citizen journalism.
(b) Briefly discuss the relation of media and development.
7+7=14

UNIT-II

3. (a) Briefly discuss how print media started its journey in India during company's reign.
(b) Discuss the role of media in fostering nationalism in India.
4+8=14

Or

4. (a) Briefly discuss the organisational structure of a newspaper with an organogram.
(b) Discuss the functions of various departments / positions of a newspaper management.
7+7=14

UNIT-III

5. (a) Discuss what changes radio had brought in the then society as a media.
(b) What are the different formats of radio broadcasting? Describe what are the differences.
7+7=14

Or

6. (a) What is public service broadcasting?
(b) Briefly compare Indian Public Service broadcasting with the British model. 6+8=14

UNIT-IV

7. (a) Discuss the significance of advent of cinema as a medium.
(b) Recall how documentary as a precursor of cinema has undergone drastic change in terms of its role as well as format. 6+8=14

Or

8. (a) Discuss the contribution of R. Ghatak and Ray in Indian Film.
(b) Briefly discuss the different ages of filmography of Mrinal Sen. 8+6=14

UNIT-V

9. Write short notes on (any four) 3.5x4=14
(a) News media
(b) Social media
(c) E-governance
(d) Global imbalance in flows of information
(e) Digital divide.
