

This question paper contains 3 printed pages.]

Your Roll No.....

Q. No. of Question Paper : 8463

Unique Paper Code : 101111

Name of the Paper : Communication & Mass
Communication Concept & Process

Name of the Course : B.A. (Hons.) Journalism, 2017

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

Write your Roll No. on the top immediately on receipt of this question paper.

All Questions are compulsory.

All questions carry equal marks.

13

What are the characteristics of mass communication? How is it different from other forms of communication? (15)

OR

Discuss the positive and negative effects of social media

P.T.O.

and Internet on the lives of people.

2. Define Communication. What is the importance of communication? (1)

OR

How communication is classified? Discuss different levels of communication?

3. Discuss the relevance of propaganda in communication. Elucidate with examples. Also cite the opinions of critics of propaganda. (1)

OR

Explain Mass Society theory. What are the characteristics of mass audience?

4. What is Agenda Setting theory? Explain. (1)

OR

Explain Spiral of Silence theory? Discuss it with relevant examples.

5. Write short notes on the following (any two):

(a) Diffusion of Innovation

(b) Gatekeeping

(c) Two step flow theory

(d) Non Verbal communication

(7.5x2=15)

is question paper contains 3 printed pages.]

Your Roll No.....

No. of Question Paper : 8464

que Paper Code : 101112

ne of the Paper : History of Communication Media

ne of the Course : **B.A. (Hons.) Journalism, 2017**

nester : I

ration : 3 Hours

ximum Marks : 75

Instructions for Candidates

Write your Roll No. on the top immediately on receipt of this question paper.

Answer all **five** questions.

All questions carry equal marks..

Give an account of print media during the colonial era and mention its contribution to the development of print Industry in independent India. (15)

OR

Discuss the role of Raja Ram Mohan Roy in bringing about

P.T.O.

social change during the Colonial rule with reference to use of different print media by him.

2. How did the language Newspaper contribute to the National movement? Discuss its development in free India. ()

OR

Write a critical note on the fast changing communication technologies. Discuss the impact of it on media.

3. Discuss the emergence of radio technology in India. What role does it play in developing the country after Independence? ()

OR

Community Radio is becoming important during the recent years. What relevance does it have for the rural areas?

4. Discuss the arrival of Cinema in India. How does the advent of talkies and colour motion pictures, boost the regional industries? ()

OR

Give a brief account of arrival of television in India? Discuss television as an agent of social change before the invasion.

of private satellite channels.

Short notes on any **three** of the following. (5*3=15)

- (a) Telegraph
- (b) Radio Privatisation
- (c) Prasar Bharati Act
- (d) Satyajit Ray
- (e) Digital Media

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3243

HC

Unique Paper Code : 11017508

Name of the Paper : Media, Gender and Human Rights

Name of the Course : B.A. (Hons.) Journalism

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

- . Write your Roll No. on the top immediately on receipt of this question paper.
- . Attempt all questions.
- . All questions carry equal marks.

- . How is the mass media intertwined with democratic polity? Illustrate with examples. (15)

OR

Do you think media has changed cultures across the globe? Support your answer with taking concepts of media theorists.

- . "One is not born but made a woman," discuss with reference to feminist theories. (15)

P.T.O.

OR

Write a detail account on history of media and gender debates in India.

3. What is Habermasian public sphere? How does it play a functional role between society and the state? (15)

OR

Discuss the Hindi public sphere in India. How has it become the public sphere of the disempowered?

4. The Universal organizations have played a pivotal role in protecting Human Rights. Do you agree with the statement or not? Critically analyse. (15)

OR

How does the International and national media represent Human Rights issues. Has it remained successful in representing the same? Write your answer with examples.

5. Write short notes on any two of the following : (7.5×2=15)

(a) Grassroots media

(b) Masculinity on TV

(c) Private sphere

(d) Media coverage of cases of human rights

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8473

Unique Paper Code : 101513

Name of the Paper : Communication Research and Methods

Name of the Course : B.A. (Hons.) Journalism, 2017

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all five questions.
3. All questions carry equal marks.

1. What do you mean by research? Explain its significance in society.

OR

Briefly describe the different steps involved in a research process. (15)

P.T.O.

2. Distinguish between experiment and survey. Give examples.

OR

Define qualitative methods. Discuss the advantages and disadvantages of qualitative research. (15)

3. What is sampling? Explain the various sampling techniques employed in mass media research.

OR

Briefly describe different types of data analysis techniques. (15)

4. How do you use internet as a source in research? Explain giving examples.

OR

Discuss the ethical perspectives of mass media research with examples. (15)

5. Write short notes on any **two** of the following: (7.5x2=15)

(a) Audience surveys

(b) Primary data

(c) Semantic differential scale.

(d) Basic research

(100)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8474

Unique Paper Code : 101514

Name of the Paper : Radio and Television Production

Name of the Course : B.A. (Hons.) Journalism, 2017

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all five questions.
3. All questions carry equal marks.

4. What is Public service broadcasting? What are the main characteristics of Public service broadcasting? (15)

OR

Write a detailed note on evolution of private broadcasting in India.

P.T.O.

2. What is Participatory video? How does it help participants in sharing their voices with other communities, including decision makers? (15)

OR

What is community radio? Discuss the role of community radio in democratising the communication process.

3. Describe various characteristics and stages of Radio documentary. (15)

OR

What is Radio Drama? What are the main features of radio drama?

4. Describe the stages involved in documentary film making in detail. (15)

OR

Do you think Documentary is counter to cinema? Give reasons in support of your answer.

5. Write short notes on any two: (7.5x2=15)

(a) Prasar Bharati

(b) Camcoder cult

(c) Future of PSBT

(d) SITE

(100

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2630

HC

Unique Paper Code : 11011103

Name of the Paper : INTRODUCTION TO JOURNALISM

Name of the Course : B.A. (Hons.) JOURNALISM -
CBCS

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all five questions.
3. All questions carry equal marks.
4. In the race to compete with other media, in what ways have newspapers change undergone changes in recent times ?

OR

What are the traditional criteria of news worthiness ? How far are the media today applying these criteria in their selection of news ? Discuss. (15)

What are news sources ? How do journalists gather news in their day to day assignments ? Describe.

OR

P.T.O.

Trace the genesis of yellow journalism. Discuss the content of today's newspapers in relation to the characteristics of yellow journalism. (15)

3. What are different platforms available for citizen journalists to voice their concerns? In what way can citizen journalism aid to mainstream journalism?

OR

What is the difference between writing news for print and writing news for the web? Explain the difference giving suitable examples. (15)

4. Discuss the role and significance of the press as the fourth pillar of democracy.

OR

Write an article for the newspaper, with a focus on any ONE of the recent events your answer must be not more than 500 words.

- (i) Surgical strike on the Indo-Pak border
- (ii) US Elections
- (iii) Pollution in Delhi

(15)

5. Write short notes on any TWO of the following :

- (a) Inverted pyramid
- (b) Headlines
- (c) Objectivity in Journalism
- (d) Verification
- (e) Hard news versus Soft news

(7.5×2)

(400)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2631 HC
Unique Paper Code : 11011108
Name of the Paper : Introduction to Media and
Communication
Name of the Course : B.A. (Hons.) Journalism-CBCS
Semester : I
Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. All questions are compulsory.

1. Mobile phone has become 'extension of man' as McLuhan prophesied. Do you agree? Discuss your answer with examples. (15)

OR

Discuss the difference between mediated and non-mediated communication with emphasis on computer-mediated communication. (15)

2. What are different types of communication? What are the possibilities and limitations of mass communication? (15)

OR

P.T.O.

What are the normative theories of the press? How is the state's relationship with the media in Authoritarian Theory different from the Soviet media theory? (15)

3. What is mass society theory? Describe its shortcomings in explaining media effects. (15)

OR

How were the limitations of the direct effects paradigm addressed by the emergence of the Limited Effects paradigm? Illustrate with relevant theories and examples. (15)

4. Television has far-reaching cultural impact in constructing audience worldview. Elucidate with reference to Cultivation analysis. (15)

OR

How does the Spiral of Silence theory explain the maintenance of status quo? Re-examine this theory in the age of social media. (15)

5. Analyse transmission and ritual model comparatively. Elaborate your answer with examples. (15)

OR

Write short notes on any two of the following:

- (a) Kinesics
- (b) Public Sphere
- (c) Propaganda
- (d) Westley and Maclean Model
- (e) Libertarian Theory
- (f) Mass Communication

(7.5×2=15)

(400)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2823 HC
Unique Paper Code : 11015102
Name of the Paper : **BASICS OF JOURNALISM**
Name of the Course : **B.A. (H) Journalism, (CBCS)**
Semester : I
Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions. All questions carry equal marks.

SECTION A (15)

1. Highlight the basic components of a news story. Briefly discuss each.

OR

What is a lead ? Discuss various presentation styles of news leads with suitable examples.

SECTION B (15)

1. Distinguish the basic characteristics of print, online and electronic media ? Discuss.

OR

P.T.O.

Discuss the origin and the historical context of yellow journalism. Critically evaluate the character of today's newspapers in the growing phenomenon of voyeurism.

SECTION C (15)

3. "Social Media should be regulated". Do you agree? Opinionate.

OR

The role of a journalist has changed from a craft to a profession over the years. What are the skills to be acquired by a journalist in today's changing media environment?

SECTION D (15)

4. Discuss the relationship between press and democracy. Critically evaluate the role of the press in India.

OR

The media has been playing the role of the judiciary. Do you believe that journalism is a profession or a mission? Comment.

SECTION E (15)

5. 'There is no scientific formula for deciding news'. Discuss the criteria for news worthiness in the light of the statement.

OR

Write short notes on any two :

- (i) Paid News
- (ii) Inverted Pyramid
- (iii) Embargo
- (iv) Hard News and Soft News

(500)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2706

HC

Unique Paper Code : 11011301

Name of the Paper : Introduction to Broadcast Media

Name of the Course : B.A. (Hons.) JOURNALISM –
CBCS

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

Write your Roll No. on the top immediately on receipt of this question paper.

Attempt all five questions.

All questions carry equal marks.

Differentiate between sync-sound and non sync-sound.
Explain the challenges involved in recording sync-sound.

OR

What do you understand by sound design ? Explain various elements of sound design.

Describe the impact of new media technologies on ecology of images in the contemporary world.

P.T.O.

OR

“Meaning does not reside within images”. Critically analyse the statement.

3. Describe the working of a radio news room.

OR

Write a radio news script on any **one** of the following :

- (a) Swachh Bharat Abhiyan
- (b) Assam Assembly Elections

4. Explain the various elements of a television news bulletin

OR

Write a television news V.T. using split page format on any one of the following :

- (a) Brexit
- (b) Kashmir unrest

5. Write short notes on any **two** of the following :

- (a) ENG
- (b) News Production Cycle
- (c) Types of Lenses
- (d) 180 Degree Rule

(7.5×2=15)

(400)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2707

HC

Unique Paper Code : 11011304

Name of the Paper : History of Media

Name of the Course : B.A. (Hons.) Journalism – CBCS

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

Write your Roll No. on the top immediately on receipt of this question paper.

There are **five** questions in all with one internal choice.

The candidates have to attempt **all** the questions.

All questions carry equal marks.

Critically analyse the role of Gandhi and Ambedkar as journalists and communicators of their time.

OR

Trace the emergence and impact of Penny Press and Yellow Journalism in the American Press. (15)

What were the different strategies adopted for policing the Indian press in colonial India? Discuss with examples.

OR

How have the readership trends changed with evolution of language press in India? (15)

P.T.O.

3. Compare and contrast the state of media during the emergency (1975-77) and the present day in light of ban on a TV Channel.

OR

Evaluate the role of All India Radio as a public service broadcaster in India. Support your answer with suitable examples. (15)

4. In the context of Indian public service broadcasting discuss the important aspects of Chanda Committee, Joshi Committee and B.G. Verghese Committee.

OR

The invention of Gramophone revolutionised sound recording in India. Discuss with examples. (15)

5. 'Invasion from the skies' brought cultural changes in India television. Comment.

OR

Write short notes of on any **three** of the following :

- (a) Community Radio
- (b) Dadasaheb Phalke
- (c) Origin and growth of Telegraph
- (d) AM and FM
- (e) Language Press

(15)

(30)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2708

HC

Unique Paper Code : 11011307

Name of the Paper : ADVERTISING AND PUBLIC
RELATIONS

Name of the Course : B.A. (Hons.) JOURNALISM –
CBCS

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

- 1. Write your Roll No. on the top immediately on receipt of this question paper.
- 2. Attempt all **five** questions.
- 3. All questions carry equal marks.

What are the ethical guidelines that advertisers need to follow ? How does the ASCI address the issue of unethical advertising ? Discuss with examples.

OR

P.T.O.

What is the role of advertising in the Marketing Mix ? How does it contribute to the efforts of other tools of promotion available to marketers ? (15)

2. What is Media Planning ? Elaborate on the various considerations of selection and scheduling influencing the choice of media for advertising.

OR

What is Market Segmentation ? How does it help determine the right positioning and target marketing ? (15)

3. Public Relations as a field suffers from 'bad PR'. Discuss and elaborate on its historical linkages with propaganda and its evolution.

OR

Who are the external and internal publics of an organization ? Discuss the various tools with which an organization can communicate with its publics. (15)

4. Discuss with suitable examples political communication and PR campaigns deployed by political parties during elections.

Why are online engagement and promotions crucial for brand building and image management for political parties/leaders on social media.

OR

Write short notes on any **THREE** of the following :

- (a) Advocacy Advertising
- (b) Branding
- (c) Events and experience
- (d) Sales Promotion
- (e) Code of Athens
- (f) Press Information Bureau
- (g) IPRA
- (h) Lobbying (5×3=15)

What is Social Media Marketing and why is it relevant in contemporary times ? (15)

OR

P.T.O.

What are some of the prominent Social Media Tools available to marketers? How can they measure the ROI on social media marketing efforts? (15)

Sl. No. of Ques. Paper: 2962

HC

Unique Paper Code : 11013301

Name of Paper : Radio Production

Name of Course : B.A. (Hons.) Journalism— SEC

Semester : III

Duration : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt all five questions.

All questions carry equal marks.

1. What are the various formats of radio broadcast?
Describe at least *one* format of your choice in detail.

Or

Write a detailed note on radio interview. Write *five* questions for an interview of a media personality.

2. Describe radio documentary format in detail. How is it different from a feature?

Or

Do you think radio medium calls for a different approach and style of writing? What are the rules for radio writing?

3. What is the role of a producer in the radio production

P.T.O.

process? Distinguish between the role of a Producer and an Executive Producer.

Or

Describe different types of radio studios and their functions.

4. What are the acoustic considerations for designing and working in a radio station?

Or

Discuss different steps involved in radio pre-production.

5. Write short notes on any *two* of the following:

- (a) Writing for Ear
- (b) Audio Console
- (c) Adobe Audition
- (d) Types of Microphones.

[This question paper contains 4 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : **3112** **HC**

Unique Paper Code : 1101152

Name of the Course : **B.A.(Hons.)**
Journalism CBCS/SEC

Name of the Paper : Global Media And
Politics

Semester : V

Time : 3 Hours **Maximum Marks : 75**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) Attempt all **five** questions.
 - (c) **All** questions carry equal marks.
1. Critically evaluate the international power play between the core and the periphery countries with respect to NWICO. In this context, highlight the recommendations of the McBride Report.

15

P.T.O.

OR

Radio broadcasting played a significant role in domestic public opinion management and international diplomacy propaganda during both the world wars. Discuss.

2. The Cold war was summed up by the term "psychological warfare". Discuss the role of the media during this period. 15

OR

"Journalism reacted as much to the public's needs at the time of 9/11 as the public reacted to the media". After the attacks, journalists were swept up in the national feelings of fear and outrage. Evaluate the immediate aftermath of 9/11 reportage.

3. Deliberate on the turning points for the Fourth Estate during Gulf war II. Discuss the concept of Embedded Journalism in conflict reporting. 15

OR

The Persian Gulf War was a heavily televised war. Critically evaluate the US television coverage of the war with special reference to CNN.

4. Do you think that the process of globalization challenges fears of cultural imperialism with respect to globally circulated media texts ? Justify your argument. 15

OR

Differentiate between cultural imperialism and trans-nationalism with reference to production in global media scenario.

5. Is local cultural resistance through creation of media products sustainable in the backdrop of a free capitalist economy ? Discuss with reference to reach and resources of international media giants. 15

OR

Write short notes on any **two** of the following :

- (a) Leni Reifenstahl
- (b) Voice of America

3112

- (c) Al-Jazeera
- (d) Horizontal flow
- (e) Neo-media Imperialism

[This question paper contains 3 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : 3141 HC

Unique Paper Code : 11011505

Name of the Course : B.A.(Hons.)
Journalism CBCS-SEC

Name of the Paper : Advanced Broadcast
Media

Semester : V

Time : 3 Hours Maximum Marks : 75

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) Attempt all **five** questions.
 - (c) **All** questions carry equal marks.
1. The Indian Public Service broadcasting model has been successful in its goals. Do you agree ? Explain with relevant examples.

OR

Critically examine the public service broadcasting in India while comparing it with the BBC model.

P.T.O.

3141

2. Explain the structure, function and work of a private Television news channel.

OR

Examine the history and evolution of broadcasting in India. Do you think government policy has enabled its growth?

3. What do you understand by genre? What is the significance of genre and hybridization in television?

OR

Examine the evolution of any contemporary genre in Indian television industry with relevant examples.

4. What is a PSA? Write a radio PSA script on any one of the following topics:

(a) Sexual harassment

(b) Road safety

(c) Right to education

OR

Examine the role of Participatory Video in development communication process with relevant examples.

2

[This question paper contains 3-printed pages]

Your Roll No. :

Sl. No. of Q. Paper : 3141 HC

Unique Paper Code : 11011505

Name of the Course : B.A.(Hons.)
Journalism CBCS-SEC

Name of the Paper : Advanced Broadcast
Media

Semester : V

Time : 3 Hours Maximum Marks : 75

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) Attempt all **five** questions.
 - (c) **All** questions carry equal marks.
1. The Indian Public Service broadcasting model has been successful in its goals. Do you agree ? Explain with relevant examples.

OR

Critically examine the public service broadcasting in India while comparing it with the BBC model.

P.T.O.

3141

2. Explain the structure, function and work of a private Television news channel.

OR

Examine the history and evolution of broadcasting in India. Do you think government policy has enabled its growth ?

3. What do you understand by genre ? Write the significance of genre and hybridization in television ?

OR

Examine the evolution of any contemporary genre in Indian television industry with relevant examples.

4. What is a PSA ? Write a radio PSA script on any **one** of the following topics :

(a) Sexual harassment

(b) Road safety

(c) Right to education

OR

Examine the role of Participatory Video development communication process with relevant examples.

5. Write short notes on any **two** of the following :

- (a) Soap Opera
- (b) Reality TV
- (c) News on FM
- (d) Radio Magazine

TRIP 30

This question paper contains 2 printed pages.

Your Roll No.

Sl. No. of Ques. Paper: 3078

HC

Unique Paper Code : 11015301

Name of Paper : Film Appreciation

Name of Course : Journalism : Generic Elective for
Hons.

Semester : III

Duration : 3 hours

Maximum Marks : 75

(Write your Roll No. on the top immediately
on receipt of this question paper.)

Attempt all questions.

1. Write short notes on any *three* of the following:

(a) Deep Focus

(b) Montage

(c) Diegetic Sound

(d) Plot

(e) Screenplay

(f) Dolly Shot.

3×5=

2. What is Italian Neo-Realism? What factors influence it? Give relevant examples to elaborate your answer.

Or

How did Studio setup affect the Classical Hollywood

P. T. 1

Cinema? Illustrate your answer by referring relevant films.

3. Discuss themes which dominated the Film Noir.

Or

Do you think watching a film is a political act? Discuss your answer by analysing male and female stereotypes in films.

4. What do you understand by film authorship? Discuss your answer with special reference to Kurosawa.

Or

Differentiate fiction cinema from non-fiction cinema. Give suitable examples to develop your answer.

5. In what way has globalization brought innovative approach to Indian Cinema? Give examples.

Or

It is said that India is a nation of village-life and its social relations. Does Indian cinema in 1950s portray this notion? Substantiate your answer with films of this period.

