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Roll No.

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S. No. of Question Paper : 2440

Unique Paper Code : 11011108

Name of the Paper : Introduction to Media and Communication

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

Semester : I

Duration : 3 Hours

Maximum Marks : 75

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

All questions are compulsory.

1. How is everyday life structured around media consumption and production ? Discuss with special reference to the role of social media. 15

Or

Internet has redefined the speed of access to news globally.

Explain with examples. 15

P.T.O.

2. How is Habermas's idea of the Public Sphere crucial for the maintenance of democracy ? In the present context evaluate the role of the media as a Public Sphere. 15

Or

Explain normative theories of the press. Which one do you think explains the contemporary media scenario best ? 15

3. What are the linkages between engineering consent and manufacturing of public opinion through propaganda in the Direct Effects Paradigm ? 15

Or

Selective processes is a useful framework to understand why media has limited effects. Discuss. 15

4. How does the media frame news ? Discuss media's agenda-setting role with special reference to political issues. 15

Or

Critically comment on media effects paradigm. 15

5. Do you think media texts are polysemic ? Discuss the different types of audience reception with reference to the Encoding/Decoding Model. 15

Or

Write short notes on any two of the following : $2 \times 7.5 = 15$

- (i) Twitter
- (ii) Non-verbal communication
- (iii) Cultivation Analysis
- (iv) Ritual Model
- (v) Publicity Model.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3560

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. Answer all the five questions.
3. All questions carry equal marks (15 marks each).

1. Journalists have an instinctive 'nose for news' that alerts them to newsworthy stories. Evaluate the criteria for characteristics consistently evident in most news stories.

P.T.O.

OR

The best advice to a journalist is 'to write for your reader'. Highlight Robert Gunning's principles of clear writing.

2. "Reporters face a challenge to assimilate the information and then incorporate into the story". What is the format of breaking news stories generally adopted by journalists? Organise a news story for any ONE of the following topics.
- (a) Felling of tress- Aarey Forest in Mumbai
 - (b) Return of the odd even rule on Delhi roads
 - (c) Motor Vehicles Amendment Act 2019
3. What is yellow journalism? Does the yellow press pose any threat to a democracy like India? In this context analyse the role and responsibilities of journalists.

OR

According to Harold Evans, 'News is people'. Also, newspapers are accused of dumbing down and filling more of their columns with stories about celebrities. Critically analyse the content of newspapers in the context of the above statement.

4. Many of the changes in journalism have come about because of changes in technology. Highlight the differences in the challenges faced by a journalist in the print and broadcast media.

OR

The Constitution of India guarantees the freedom of speech and expression in Article 19(1)(a) with reasonable restrictions. Critically analyse the role of journalists in the age of social media.

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

(a) Trial by the media

(b) Attribution

P.T.O.

(c) Objectivity in journalism

(d) Penny press

(e) Hard news vs Soft news

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3561

Unique Paper Code : 11011108

**Name of the Paper : Introduction to Media and
Communication**

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

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 and carry equal marks.

I Is the contemporary news mediascape influenced by rumour and fake news? Critically evaluate.

(15)

Or

P.T.O.

Has the cellphone redefined all spheres of social and personal lives? Discuss with special reference to India.

2. How is Habermas's idea of the Public Sphere crucial for the maintenance of democracy? In the present context evaluate the role of the media as a Public Sphere. (15)

Or

Explain normative theories of the press. In your opinion, which theory explains the contemporary media scenario best?

3. What are the linkages between engineering consent and manufacturing of public opinion through propaganda in the Direct Effects Paradigm? (15)

Or

Are opinion leaders a useful framework to understand the limited effects of media in the context of digital influencers in social media?

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

Or

How does the Cultural Effects paradigm address the limitations of Direct and Limited Effects paradigm? Illustrate with relevant theories and examples.

5. Discuss and compare the important assumptions with regard to the audience in the four different models of communication. (15)

Or

Write short notes on any two of the following :

- (a) Agenda Setting
- (b) Walter Lippmann
- (c) Individual Difference Theory

P.T.O.

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(d) Forms of non-verbal communication

(c) Shannon and Weaver Model (7.5×2=15)

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S. No. of Question Paper : 2490

Unique Paper Code : 11011301

Name of the Paper : Introduction to Broadcast Media

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

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.

All questions carry equal marks (15 marks each).

1. Explain the various types of microphones used in TV production.

Or

"Radio is a blind medium but one which can stimulate the imagination". Considering this statement critically explain various characteristics of radio as a medium.

2. Define visual culture. Explain the impact of new media in shaping the contemporary visual culture.

P.T.O.

Or

Visual is always contaminated by the non-visual. Critically analyse the statement.

3. Explain the design and working of a radio studio.

Or

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

(a) Aarey Forest

(b) Assembly Elections 2019

4. What are the elements of a television news bulletin ? Explain news gathering process for a television news channel.

Or

Write a VT package using split page format on any *one* of the following :

(a) Abrogation of Article 370

(b) Brexit.

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

(a) Camera shots and angles

(b) ENG and EFP

(c) Sound-scape

(d) 24-hrs news format.

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S. No. of Question Paper : 2491

Unique Paper Code : 11011304

Name of the Paper : History of Media

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

Semester : III

Duration : 3 Hours

Maximum Marks : 75

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

All questions are compulsory and carry equal marks.

- I. Sketch the history of Indian Journalism from Hicky's Gazette to the time of Independence. How did the nationalist media contribute to the Indian struggle for Independence ? 15

Or

Trace the development of yellow journalism in the late 19th century in the United States of America. Discuss the effects of Yellow Journalism on the profession of Journalism.

P.T.O.

2. How did the imposition of emergency in 1975 in India violate the freedom of the press ? What was Indian media's response to the same ? 15

Or

What, according to Robin Jeffrey, were the diverse socio-economic factors for Print revolution in Indian language Press after 1990s ? Discuss in detail.

3. Discuss the growth of Radio Broadcasting in India and explain the expansion of AIR after Independence. 15

Or

Discuss the salient features of the FM radio expansion in India.

4. Discuss the early years of Photography in India in the context of its colonial history. 15

Or

Trace the development of Indian Cinema from Dadasaheb Phalke to the talkies era.

5. Explain how television was instrumental in the state's developmental agenda during the post-independence years with specific reference to the SITE and Kheda projects. 15

Or

Write short notes on any two from the following : 7.5×2

- (a) Vernacular Press Act
- (b) Press Commissions in India
- (c) Bourne and Shepherd
- (d) Mirat-ul-Akhbar
- (e) Prasar Bharti.



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S. No. of Question Paper : 2492

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

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

Answer all the five questions.

All questions carry equal marks (15 marks each).

- I. Describe the elements of the marketing mix. Elaborate upon the role of advertising as a promotional tool in the marketing mix and explain why advertising is considered to be the handmaid of marketing.

Or

Advertising is a necessary evil. Comment. Discuss in detail the social and economic aspects of advertising with relevant examples.

P.T.O.

2. Describe the organisational structure and functions of an advertising agency. What are the different types of advertising agencies ?

Or

What is the significance of an advertising campaign for image building or for launching a new product ? What are the steps involved in planning an advertising campaign ?

3. Explain the concept of Public Relations in the context of its role and importance in the government and briefly describe the various government publicity units.

Or

What are the major tools of Public Relations ? Discuss the various tools of PR with reference to both internal and external publics.

4. Explain the role of PR in crisis management citing suitable case studies. Discuss the various classifications of crises.

Or

Elaborate on the stages of a PR Campaign. Research is a key factor in successful PR promotion. Comment.

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

- (a) DAGMAR
- (b) Puffery
- (c) Market Segmentation
- (d) PRSI
- (e) Corporate Social Responsibility
- (f) Social media marketing strategies.

Or

Discuss the need for Integrated Marketing Communication (IMC). Discuss the role of IMC in building brands.

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S. No. of Question Paper : 2685

Unique Paper Code : 11013301

Name of the Paper : Radio Production (SEC)

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

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.

All questions carry equal marks.

- I. Explain the stages involved in the preparation of a radio magazine. 15

Or

Discuss the main features of any two of the following formats of radio broadcast :

- (i) Radio discussion
- (ii) Radio feature
- (iii) Radio interview.

P.T.O.

2. Write a detailed note on various stages involved in production of radio documentary. 15

Or

What is meant by 'writing for the ear' ? What are the unique aspects of radio script writing ?

3. Describe the working of a radio studio with emphasis on various tools and techniques of radio production. 15

Or

Elaborate on the role of radio producer and executive producer.

4. How can sound be used creatively to enhance a radio production. Explain with suitable examples. 15

Or

Describe different types of microphones and their usage based on polar patterns.

5. Write short notes on (any two) :

15

- (i) Editing radio programmes
- (ii) Audio console
- (iii) Public service advertisements
- (iv) Radio Jingle

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S. No. of Question Paper + 2787

Unique Paper Code : 11015301

Name of the Paper : Film Appreciation (Generic Elective)

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

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.

All questions carry equal marks.

1. Write briefly on any *two* of the following :

(a) Mise-en-scene

(b) Diegetic and Non Diegetic Sound

(c) Montage

(d) Genre.

7.5+7.5=15

2. Discuss the journey from early filmmaking practices to the emergence of the Classical Hollywood Cinema, focusing on the changes in the film industry and cinematic strategies.

P.T.O.

Or

Elaborate on the key features of Italian Neorealism with examples from films. 15

3. What are inspirations behind the emergence of third cinema ?
How does the film movement differentiate itself from first and second cinema ?

Or

How did the concept of author emerge in film history ?
What are the major criticisms of the idea of film authorship ? 15

4. How does feminist film theory offer a critique of the dominant way of understanding cinema ?

Or

Discuss the major features of film noir with suitable examples. 15

5. Discuss the influences which resulted into the birth of the Indian New Wave. How did this film movement attempt to offer a critique of the commercial cinema in India ?

Or

How do you understand the newly emerging category of multiplex film ? Substantiate with appropriate examples.

15

This question paper contains 3 printed pages]

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S. No. of Question Paper : 2886

Unique Paper Code : 11011502

Name of the Paper : Global Media and Politics

Name of the Course : B.A. (Hons.) Journalism, 2019 (CBCS)

Semester : V

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 (15 marks each).

1. Radio played a significant role in international diplomacy propoganda and mobilising public opinion during World War I and II. Discuss.

Or .

Critically evaluate the international power play between the western and third world countries with respect to flaws in the flow of news. Do you think that the classic McBride Report addressed the issues of information imperialism or was it merely a political exercise ? Discuss

P.T.O.

2. "The Nazis orchestrated a massive propaganda campaign to disseminate racial anti-Semitism". Discuss the various propaganda techniques employed by the Nazi regime.

Or

Highlight the role of the media in the conflicting ideological clashes that took shape during the Cold War.

3. "The dominant discourses of journalism are rationalistic". In this context, critically evaluate the narrative frame of journalists in the aftermath of 9/11.

Or

The CNNization created a 24 × 7 global news culture. Comment.

4. Bollywood is often derided as a culture industry churning out low art and unoriginal entertainment. Reflect on this statement and discuss the narrative structure, form and aesthetic dominant in Bollywood with relevant examples.

Or

In the aftermath of the globalization process, many countries are moving towards retribalization. Discuss this with reference to the dominant discourses of globalization and their critique.

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

- (a) Vietnam war
- (b) Voice of America
- (c) Greta Thunberg
- (d) Al Jazeera and Public Sphere
- (e) Glocalization.

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S. No. of Question Paper : 2913

Unique Paper Code : 11011505

Name of the Paper : Advanced Broadcast Media

Name of the Course : B.A. (Hons) Journalism, 2019

Semester : V

Duration : 3 Hours

Maximum Marks : 75

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

• Attempt all questions.

All questions carry equal marks.

1. Examine the role community video can play in creating equality and plurality of media access ? 15

Or

Write a critique of the public service broadcasting in India while comparing it with the BBC model.

2. Explain the structure, function and working of a private broadcast channel. 15

P.T.O.

Or

How has the policy for FM broadcasting evolved in India over the years ?

3. What do you understand by genre? What is the significance of genre and hybridization in television ? 15

Or

Critically comment on the evolution of any *one* contemporary genre in Indian television.

4. Write Public service advertisement scripts for any *two* of the following topics : 15

- (1) Air pollution
- (2) Road safety
- (3) Right to education
- (4) Climate change.

Or

Prepare a one-hour radio magazine on *one* of the following :

- (1) Women in business
- (2) Climate change & India.

5. Write short notes on any two of the following : 2×7.5

- (1) Music video as a social commentary
- (2) Difference between genre and format
- (3) Mixing ENG and EFP
- (4) News on FM.

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S. No. of Question Paper : 3004

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

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

All questions are compulsory.

1. People at the grassroots are at the bottom of the information hierarchy. Do you think Participatory Media can lead to social change and upliftment.

Or

Do you agree that media images and media-influenced commodity signs lead to cultural change ? Discuss with relevant examples.

15

P.T.O.

2. The ambiguity around the third wave of feminism is in fact its defining feature. Discuss the emergence as a critique to the first and second wave.

Or

The narrative of 'Kabir Singh' glorifies toxic masculinity. Examine with reference to Bollywood's representation of gendered relationships. 15

3. In light of recent events in Kashmir, discuss media's role in framing of news and as a relay of information.

Or

Television is an important medium of socialisation. Do contemporary Indian soap operas challenge traditional gender norms and raise gender issues ? Discuss critically. 15

4. How does the media stimulate a public sphere in a democracy ? Discuss the exclusions and inclusions of the mediated public sphere in India. 15

Or

Write short notes on any two :

- (a) Public Editor
- (b) Mediatisation
- (c) Public Sphere
- (d) Local Journalism
- (e) Universal Declaration of Human Rights. $2 \times 7.5 = 15$

5. What was the initial conception of Human Rights ? How has that transformed with the inclusion of social and cultural rights ? Discuss.

Or

Reporting on Human Rights violations exposes the inherent biases embedded in media systems. Discuss with reference to the Indian media with suitable examples. 15

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S. No. of Question Paper : 3173

Unique Paper Code : 11017510

Name of the Paper : Photography (Discipline Specific Elective)

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

Semester : V

Duration : 3 Hours

Maximum Marks : 75

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

Answer all questions.

All questions carry equal marks.

1. Examine the differences between the Daguerrotype and Calotype processes in 19th century photography. What were their relative advantages and disadvantages ? 15

Or

Explain the formation of a latent image in film photography.

What are the processes involved in developing this image into a film negative ?

P.T.O.

2. What do you understand by the term 'Exposure Triangle' ?
What role does it play in the photographic practice ? 15

Or

Discuss the factors that will determine the kind of lenses you would use in a photographic shoot. Illustrate your answer with suitable examples.

3. Explain the basic lighting arrangement that can be used to shoot a portrait with artificial lights in a studio. Illustrate your answer with a diagram. 15

Or

Discuss the relative advantages and disadvantages of flash photography.

4. Discuss the different image file formats available in digital photography to store data. How would a photographer decide which format to use ? 15

Or

What is the difference between digital editing and digital manipulation ? Discuss the Photoshop tools that enable us to edit an image.

5. Critically examine the professional and ethical challenges faced by photojournalists in war reportage. 15

Or

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

- (a) Depth of Field
- (b) Muybridge Experiment (Leaping Horse)
- (c) Hard Light/Soft Light
- (d) Digital Sensors
- (e) Robert Capa's 'Falling Soldier'.

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[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2586

Unique Paper Code : 11015102 – OC

Name of the Paper : Basics of Journalism

Name of the Course : Journalism – GE

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. The candidates have to attempt all the questions.
3. All questions carry equal marks.

1. What do you understand by news? State the important ingredients of news.

Or

What is Lead? Explain the various types of leads with suitable examples. (15)

2. Explain the different principles of clear writing proposed by Robert Gunning.

P.T.O.

Or

Discuss in detail the origin of yellow journalism in the USA. (15)

3. Discuss the various principles of news selection in a newspaper organisation. Illustrate with suitable examples.

Or

Explain the organizational structure of a news organisation. (15)

4. State the difference between Online and Print Journalism.

Or

"Citizen Journalism has strengthened the traditional journalism". Elucidate with appropriate examples. (15)

5. Short notes on any **three** of the following :

(a) Hard News Vs. Soft News

(b) Tabloids

(c) News Source

(d) Journalistic ethics

(e) Editorial Page

(5×3=15)

(200)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3464

Unique Paper Code : 11015102

Name of the Paper : Basics of Journalism

Name of the Course : Journalism – GE

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.

1. What do you understand by news? State the important ingredients of news.

OR

Define Hard-news and explain the basic components of a news story. (15)

2. What is Tabloid journalism? Discuss its features in comparison with mainstream standard journalism.

OR

P.T.O.

"Yellow Journalism is considered as one of the dark sides of media". Comment with appropriate examples. (15)

3. Explain the different principles of clear writing proposed by Robert Gunning.

OR

Discuss the Inverted pyramid style of news writing with suitable examples. (15)

4. What are the different sources of news? Briefly explain the advantages and dis-advantages of Internet as a source of information.

OR

Do you agree that there are differences in the nature of language used by Print, Electronic and Online media? Elucidate. (15)

5. Write short notes on any Two : (7.5×2)

- (a) Penny Press
- (b) Ravish Kumar
- (c) Byline
- (d) Joseph Pulitzer
- (e) Attribution

(100)