

Unique Paper Code: 11011204_OC

SET B

Name of the Paper: Media and Cultural Studies

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

Semester: II

Marks: 75

Time Limit: 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)

Instructions for candidates

Attempt any three questions. All questions carry equal marks.

Answers to be written in 750-1000 words

Write your University roll no., name of course & Title of the paper on your answer sheet.

Sign at the bottom of each page of your answer sheet.

1. "Popular culture is heavily influenced by media." Discuss the concept of Popular Culture as given by John Storey through various perspectives.
2. The idea of Frankfurt School on Cultural Industry is a powerful critique of modern media. Discuss with examples from the Indian context.
3. Discuss the role of signs in construction of meaning in media text. Highlight how the media is representing our culture at national and international level through Bollywood.
4. Critically evaluate the Stuart Hall's model of encoding and decoding to understand the relationship between media and its audience. Explain in relation to active audience theory with examples.
5. Discuss the concept of 'technological determinism' in reference to "medium is the message'. Analyse the limitation of the concept in detail.
6. In present times folk culture is rapidly changing its authentic nature and is getting commercialised. Discuss the nature and challenges of commercialisation of folk culture.



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Unique Paper Code	: 11011203_OC
Name of the Paper	: Reporting and Editing for Print
Name of the Course	: B.A (Hons) Journalism (CBCS)
Semester	: II
Duration	: (3+1) (One hour reserved for downloading of question paper, scanning and uploading of answer sheets)
Maximum Marks	: 75

Instruction for Candidates

Attempt any *three* questions. All questions carry 25 marks each. Answers should be written in 750-1000 words.

Write your University roll no., name of course & Title of the paper on your answer sheet. Sign at the bottom of each page of your answer sheet.

1. What is news agency reporting? How is it different from gathering news for a newspaper?
2. Explain different kinds of leads in news stories with suitable examples.
3. What is editing? Describe the role of a desk person in editing a newscopy.
4. Describe the importance of column journalism in a newspaper.
5. What do you understand by paid journalism? Explain its mechanism in detail.
6. What is an inverted pyramid style of news writing? Write a news story based on the style.



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Unique Paper Code : 11015402 SET B
Name of the Course : (CBCS) B.A. (Hons.) Journalism
Name of the Paper : Documentary Production
Semester : IV
Max marks : 75

Time limit: 3+1 (one hour reserved for downloading of question paper, scanning, and uploading of answer sheets)

Instructions for Candidates

1. Write your University Roll No. Name of Course & Title of the Paper on your answer sheet.
 2. Answers to be written in **750-1000 words**.
 3. Attempt any **three** questions. Each question carries 25 marks (25x3 =75).
 4. Sign at the bottom of each page of your answer sheet.
-
1. Explain the different modes of documentary film. Give examples for each mode.
 2. Funding has always been a crucial part of documentary filmmaking. Explain the role of film division in Indian documentary films.
 3. What is post-production in documentary filmmaking? Explain different types of editing techniques with the help of a diagram.
 4. What do you understand from objectifying documentary? Explain its visual and narrative strategies with examples.
 5. Explain the importance of budget in documentary film production. Make a detailed budget for a 10-minute documentary film.
 6. Write a documentary script on any one of the following:-
 - a. Social media
 - b. Mobile addiction
 - c. Humanity in pandemic

Unique paper code –11011404_OC

SET B

Name of the paper - Development Communication (OC)

Name of the course – B. A. (Hons.) Journalism

Semester - IV

Maximum Marks– 75

Time limit: 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answers)

All questions carry equal marks. Answers to be written in **750-1000 words**.

Instructions: Attempt any **THREE** questions.

Write your University roll no., name of course & Title of the paper on your answer sheet.

Sign at the bottom of each page of your answer sheet.

Q1. Explain the significant features of the Gandhian and Nehruvian models of development.

Q2. Differentiate between development support communication and development communication. Discuss the importance of DSC with regard to any one of the following:

A. Health

B. Education

Q3. Critically analyze the role of development agencies in development process.

Q4. Discuss the genesis and evolution of Panchayati Raj system in India?

Q5. What are the information needs of the rural societies? Critically analyse the role of mainstream media in rural reporting.

Q6. Critically analyse different perspectives on Gender and Development and its role in achieving a more equitable development in society.

Sr. No. of Question Paper :

SET B

Unique Paper Code :11011401_OC

Name of the Paper : `Introduction to New Media

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

Semester : IV

Duration: 3 + 1 hour (one hour reserved for downloading of question paper, scanning and uploading of answer sheet)

Maximum Marks: 75

Instructions for candidates

- Attempt any three questions.
- All questions carry equal marks (25 each).
- Answers to be written in 750-1000 words
- Write your University Roll No., name of course & Title of the paper on your answer sheet.
- Sign at the bottom of each page of your answer sheet.

Q 1. Discuss the role played by new media with examples from present day society. What are the features that distinguish new from old media? Delineate the characteristics of new media and explain any four in detail.

Q 2. The developing countries have only 47% population as internet users as compared to more than 87% in developed countries as per data provided by ITU, 2019. Can we therefore say that India is a networked society? Discuss with reference to characteristics of networked society.

Q 3. "We shape our tools and they in turn shape us". Critically analyse this statement in context of technological determinism.

Q 4. 'Web 2.0 allows users to interact and collaborate through social media dialogues or a virtual community'. Highlighting the characteristics and applications of Web 2.0, discuss how it is different from the passive nature of the previous version.

Q 5. 'Online activism is being increasingly used for sustaining social change movements despite the problems of slacktivism and clicktivism'. Discuss with the help of suitable examples.

Q 6. Citing examples of websites from where different web page elements have been utilised properly, outline the principles involved in planning and designing a website. Discuss the challenges posed by piracy and copyright in digital space.



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Unique Paper Code: 11011605

SET B

Name of Paper: Communication Research and Methods

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

Semester: VI

Duration: 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)

Maximum Marks : 75

Instructions to candidates

*Attempt any **THREE** questions. All questions carry **equal** marks. Answers should be written in 700-1000 words. Write your University roll no., name of course & Title of the paper on your answer sheet. Sign at the bottom of each page of your answer sheet.*

1. Frame a research proposal on the critical role of newspapers in spreading awareness about Covid-19 outbreak in India. What method do you think is suitable to study the topic and why? (25)
2. Survey method is an effective tool in collecting data related to audience research. Elucidate the importance of questionnaires in survey research. Discuss the ways in which surveys can be conducted, especially after the emergence of new media technologies. (25)
3. Ethical integrity is an imperative concern in conducting a research. Give examples of situations where mass media researchers encounter ethical dilemmas? (25)
4. Explain the difference between population and sample. What is the importance of sampling in research? Using suitable examples differentiate between sample size, sample frame and sampling error. (25)
5. Explain how you can apply the method of online ethnography in conducting research on the users of any one social media platform? Is there any difference in the methods of data collection between traditional ethnography and participant observation? Explain. (25)
6. Explain the distinct stages in carrying out a case study. How would you conduct a case study on a National Television News channel? Delineate a set of data collecting strategies with their applicability and the sources of information you would reach out to in this research study. (25)



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UPC : 11017605

SET B

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

Name of the Paper : Introduction to Film Studies

Semester : VI

Marks : 75

Time limit : 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)

Instructions for Candidates

Attempt any THREE questions.

All questions carry equal marks. Answers to be written in 750-1000 words.

**Write your University roll no., name of course & Title of the paper on your answer sheet.
Sign at the bottom of each page of your answer sheet.**

1. Briefly discuss the different forms of Montage introduced by Sergei Eisenstein with examples.
2. Give a detailed over-view on the socio-cultural background of French New Wave cinema. (25)
3. Elaborate on the critical debate around Auteur Theory. Mention the distinct features of Kurosawa's work as an auteur. (25)
4. Feminist film scholarship has outlined three levels of cinematic gaze — camera, character, and spectator. Discuss.
5. Trace the idea of Globalisation of Indian Cinema. (25)
6. Satyajit Ray's films explore orthodoxy and feudal values in Indian society and their clash with Western- inspired reforms. Critically engage with Ray's cinema of humanism and versatility. (25)



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SET B

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

Name of the Paper : Introduction to Film Studies

Semester : VI

Marks : 75

Time limit : 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)

Instructions for Candidates

Attempt any THREE questions.

All questions carry equal marks. Answers to be written in 750-1000 words.

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Unique Paper Code: **11015207_OC**

SET B

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

Name of the Paper: **Photography (Generic Elective)**

Semester: **II**

Marks: **75**

Time Limit: **3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)**

Instructions for Candidates

1. Write your University Roll No., Name of Course; Title of the Paper on your answer sheet.
2. Attempt any **THREE** questions. Each question carries 25 marks (25x3 =75)
3. Sign at the bottom of each page of your answer sheet

1. What do you understand by digital photography? Explain how an image is formed in the digital process.
2. What are the basic camera equipments required for photography? What is the significance of tripod in photography?
3. What is the importance of light in photography. Explain the different types of lighting with its advantages and disadvantages.
4. What is the importance of photographs in present day news journalism? Explain with appropriate examples.
5. Editing offers a range of possibilities to alter a photographic image. Discuss some of the key functions of any editing software you have used.
6. Different genres of photography are governed by their own set of objectives and techniques. In this context closely examine sports and advertising photography.



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Unique Paper Code : 11013401_OC **SET B**
Name of the Paper : **Documentary Production**
Name of the Course : **B. A. (Hons) Journalism (CBCS)**
Semester : **IV**
Duration : **3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)**
Maximum Marks : **75**

Instructions for Candidates

*Attempt any **three** questions. All questions carry equal marks. Answers should be written in 700-1000 words. Write your University roll no., name of course & Title of the paper on your answer sheet. Sign at the bottom of each page of your answer sheet.*

1. 'Documentary is a creative treatment of reality'. Comment on this statement with relevant examples.

25

2. Write a 15-minute treatment on any one topic: 25

- a) Women empowerment
- b) Struggle in covid-19 pandemic
- c) Health and Hygiene

3. What are the stages of documentary editing process? Explain each stage in detail.

25

4. What is the importance of budgeting, location research and checklist in documentary production? 25

5. Trace the origin and evolution of the Verite Documentary with relevant examples.

25

6. What is crowd funding? How are documentaries crowd funded? 25