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[This question paper contains 4 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 5305**

**G**

Unique Paper Code : 11011304

Name of the Paper : History of Media

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

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. This question paper contains **2** parts. **Both** parts are compulsory.
3. Candidates have to answer **ANY THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

P.T.O.

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## PART A

Answer any **THREE** questions. (3×10=30)

1. Describe how the invention of telegraph and photography influence the early journalism practices. Discuss with examples.
2. Describe the phenomenon of “print revolution”. How did it bring about a new age of modernity in the society?
3. Trace the development of Yellow journalism in the late 19<sup>th</sup> century in United States of America. Discuss its impact on print journalism.
4. Explain how television was instrumental in the state’s development agenda during the post-independence years with specific reference to the SITE and Kheda projects.

5. Elaborate with examples, the evolution of Mahatma Gandhi's life as a journalist.

**PART B**

Answer any **THREE** questions. (3×15=45)

6. In spite of the stringent censorship during the colonial rule, how did the press contribute to the Indian freedom movement? Discuss with examples.
7. What is tabloid journalism? Trace the historical evolution and development of tabloid journalism. Discuss why tabloid journalism is associated with unethical practice?
8. 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?
9. Discuss the evolution and salient features of FM radio expansion in India.

P.T.O.



5305

4

10. Describe the contribution of Indian New Wave of Cinema. Mention the name of prominent Directors and films of this era.

(300)



2

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5258

G

Unique Paper Code : 11011505

Name of the Paper : Advanced Broadcast Media

Name of the Course : **B.A. (H) Journalism – Core**

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. This question paper contains **2** parts. **Both** parts are compulsory.
3. Candidates have to answer **ANY THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

P.T.O.

## PART A

Answers any **THREE** questions.

(3×10=30)

1. Discuss the role of community radio for development purposes.
2. Briefly describe the role and functions of a broadcast channel.
3. Write a note on the evolution and relevance of comedy programming/genre on Indian Television.
4. Why is Aakashvani (All India Radio) called the Voice of India? Explain with examples.
5. What is the process of Electronic Field Production? Describe the characteristics of live reporting.

5258

3

**PART B**

Answers any **THREE** questions. (3×15=45)

1. Elaborate on the public service broadcasting models of BBC and India in detail.
2. What are the policies and laws that govern private broadcasting in India.
3. "Emergence of reality television has changed programming on Indian television." Do you agree? Elucidate with relevant examples.
4. What is a PSA? Write a radio script on the 'Khelo India' Campaign.

P.T.O.



5258

4

5. Write short notes on the following :

(a) Role of music videos in social change

(b) Reconstruction of news

(500)

3

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 548

G

Unique Paper Code : 2032181101

Name of the Paper : Introduction to Journalism

Name of the Course : B.A. (H) Journalism – DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

P.T.O.

**PART A**

1. Explain the important ingredients of news.

**OR**

What do you understand by On the record and off the record?

2. What is Yellow Journalism?

**OR**

Trace the historical emergence of tabloid journalism.

3. What is citizen journalism? How does it empower citizens?

**OR**

Explain the differences between print and online journalism in terms of style and language.

**PART B**

4. Discuss the strengths and weaknesses of the inverted pyramid structure in news writing, and provide examples to support your analysis.



OR

Why hard news stories are time-sensitive compared to soft news stories?

5. Explain Robert Gunning's Principles of Clear Writing with examples.

OR

Explain various sources of news available to a journalist.

6. Do you agree that the practice of citizen journalism would help communities to advocate change in society? Explain your answer.

OR

How can journalists maintain credibility when writing for different media platforms?

7. Discuss the role of social media in reshaping the landscape of news reporting and its impact on information dissemination.

P.T.O.

OR

Discuss the impact of the internet on the sources of news and the challenges it poses to the verification process in reporting.

(500)



4

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 598

G

Unique Paper Code : 2032181102

Name of the Paper : Introduction to Media and  
Communication

Name of the Course : Bachelor of Arts (Honours  
Course) Journalism – DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

P.T.O.



## PART A

1. Discuss different types of communication.

Or

Even in the digital era, Television remains one of most significant mediums in our everyday life – do you agree with this statement?

2. Write a short note on personal influence theory.

Or

Digital influencers are often playing an important role in political communication – elaborate.

3. How is cultural effects framework different from the direct effects approach?

Or

Discuss the importance of the cultivation analysis theory.

**PART B**

4. Discuss normative theories of press with specific emphasis on free press theory and social responsibility theory.

**Or**

What is reception model? Do you think reception model has gained more significance to understand the era of new media?

5. Discuss the context of emergence of direct effects approach. What are major criticisms of direct effects theory?

**Or**

Discuss propaganda and its' classifications. What are the influences in early propaganda theory?

6. Elaborate on the contributions of different media theorists in the development of agenda setting theory.

**Or**

Spiral of silence theory helps to understand media's presentation of dominant views and exclusion of opposing viewpoints – discuss.

P.T.O.



7. What is public sphere? Discuss media as public sphere with suitable examples.

Or

Limited effects approach offers the idea of a somewhat active audiences – discuss.

(500)



5

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 623

G

Unique Paper Code : 2032181103

Name of the Paper : History of the Media

Name of the Course : Bachelor of Arts (Honours  
Course) Journalism – DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

P.T.O.

## PART - A

Attempt all **THREE** questions.

1. (a) Why Johann Gutenberg's invention was called the 'movable-type printing press'? Discuss its unique features.

OR

- (b) James Augustus Hicky's 'Bengal Gazette' declared that it was 'Open to All Parties, but Influenced by None'. Briefly discuss the statement.

2. (a) When was the name 'Akashvani' officially adopted by All India Radio? Discuss the factors that made AIR a dominant medium of entertainment until the advent of television in the 1970s.

OR

- (b) Do you agree with the opinion that India not allowing private radio broadcasters to publish their own news is a paradox in a democracy? Discuss.

3. (a) What is 'Camera Obscura'? Discuss the early photographic technique and its evolution.

OR



- (b) "The arrival of transnational Television channels such as MTV and Channel V and airing of different genres of programmes were viewed as a challenge to Indian culture, and identity".  
Comment.

**PART - B**

Attempt any **THREE** questions.

4. (a) 'During early 19<sup>th</sup> century, both European and Indian editors had used print media mainly to propagate religious matters'. Discuss the statement in the context of Serampore Mission Press and Raja Ram Mohan Roy's journalistic practice.

**OR**

- (b) How did the invention of the telegraph by Samuel Morse revolutionize long-distance communication in Europe? Briefly explain its impact on newspaper editing.
5. (a) Discuss how the evolution of All India Radio programming helped communities to receive relevant information on plans and policies of government during 1970's? Write your answer with suitable examples.



OR

- (b) What are the wide range of programmes that All India Radio' Vividh Bharati offers to its listeners? Discuss the various programme formats that address different age group audiences in India.
6. (a) What is a Cinematograph? Discuss the development of cinema, from the Kinetoscope to today's digital distribution in detail.

OR

- (b) Explain the early silent movies produced in India and comment on the movie Raja Harishchandra.
7. (a) What are the important provisions of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990? Explain them.

OR

- (b) "Objectivity, not sensationalism, should be the ideal of newspapers". Deliberate this declaration of B. R. Ambedkar and evaluate his journalistic contribution.

(300)



[This question paper contains 4 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 574**

**G**

Unique Paper Code : 2032182302

Name of the Paper : Introduction to New Media

Name of the Course : **Bachelor of Arts (Honours)**  
**Journalism – DSC**

Semester : III

Duration : 3 Hours Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **2** parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

P.T.O.



**PART A**

1. What is New Media? Why is New media important for contemporary society?

**OR**

Explain the evolving ethical standards and principles that guide ethical conduct in the digital age and the role of regulation and self-regulation in maintaining ethical standards.

2. How is piracy challenging authorship in digital era? Explain with suitable examples.

**OR**

What are the primary copyright issues and challenges that arise in the digital media landscape.

3. Discuss the challenges and opportunities associated with online reporting in the digital age.

**OR**

Write a short note on any **TWO** :

- (i) Copyright



- (ii) Digital Archives
- (iii) Blogs
- (iv) Social Media Conflicts

**PART B**

4. "We shape our tools and they in turn shape us". Critically analyse this statement in context of Technological determinism.

**OR**

'The world is now a Global village with Internet'. Do you agree? Comment with reference to the concept of a networked society.

5. Discuss various strategies and methods used to monetise new media in the digital age. Provide examples and analyse their effectiveness in generating revenue for content creators and various platforms.

**OR**

How has the authorship changed in Digital Age? In your opinion what are the implications of this for human creation and creativity?

P.T.O.

6. Discuss the Content strategy involved while content designing web content. Carefully analyse the importance of audience analysis for a web portal.

**OR**

Explain the key characteristics and best practises of effective web writing. Discuss the evolving trends and how they impact user experience.

7. Write note on any **TWO** :

(a) Digital Archives

(b) Linking

(c) Multiplier Effect

(d) Mobile Mediated Communication

**OR**

Define the role of advocacy journalism in shaping public opinion and influencing social and political change. Examine the benefits and drawbacks of advocacy journalism in today's media landscape.

(500)

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[This question paper contains 4 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 5305**

**G**

Unique Paper Code : 11011304

Name of the Paper : History of Media

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

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. This question paper contains **2** parts. **Both** parts are compulsory.
3. Candidates have to answer **ANY THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

P.T.O.

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## PART A

Answer any **THREE** questions. (3×10=30)

1. Describe how the invention of telegraph and photography influence the early journalism practices. Discuss with examples.
2. Describe the phenomenon of “print revolution”. How did it bring about a new age of modernity in the society?
3. Trace the development of Yellow journalism in the late 19<sup>th</sup> century in United States of America. Discuss its impact on print journalism.
4. Explain how television was instrumental in the state’s development agenda during the post-independence years with specific reference to the SITE and Kheda projects.

5. Elaborate with examples, the evolution of Mahatma Gandhi's life as a journalist.

### PART B

Answer any **THREE** questions. (3×15=45)

6. In spite of the stringent censorship during the colonial rule, how did the press contribute to the Indian freedom movement? Discuss with examples.
7. What is tabloid journalism? Trace the historical evolution and development of tabloid journalism. Discuss why tabloid journalism is associated with unethical practice?
8. 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?
9. Discuss the evolution and salient features of FM radio expansion in India.

P.T.O.

5305

4

10. Describe the contribution of Indian New Wave of Cinema. Mention the name of prominent Directors and films of this era.

(300)



2

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5258

G

Unique Paper Code : 11011505

Name of the Paper : Advanced Broadcast Media

Name of the Course : **B.A. (H) Journalism – Core**

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. This question paper contains **2** parts. **Both** parts are compulsory.
3. Candidates have to answer **ANY THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

P.T.O.

## PART A

Answers any **THREE** questions.

(3×10=30)

1. Discuss the role of community radio for development purposes.
2. Briefly describe the role and functions of a broadcast channel.
3. Write a note on the evolution and relevance of comedy programming/genre on Indian Television.
4. Why is Aakashvani (All India Radio) called the Voice of India? Explain with examples.
5. What is the process of Electronic Field Production? Describe the characteristics of live reporting.

5258

3

**PART B**

Answers any **THREE** questions. (3×15=45)

1. Elaborate on the public service broadcasting models of BBC and India in detail.
2. What are the policies and laws that govern private broadcasting in India.
3. "Emergence of reality television has changed programming on Indian television." Do you agree? Elucidate with relevant examples.
4. What is a PSA? Write a radio script on the 'Khelo India' Campaign.

P.T.O.



5258

4

5. Write short notes on the following :

(a) Role of music videos in social change

(b) Reconstruction of news

(500)

3

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 548

G

Unique Paper Code : 2032181101

Name of the Paper : Introduction to Journalism

Name of the Course : B.A. (H) Journalism – DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
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4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

P.T.O.

**PART A**

1. Explain the important ingredients of news.

**OR**

What do you understand by On the record and off the record?

2. What is Yellow Journalism?

**OR**

Trace the historical emergence of tabloid journalism.

3. What is citizen journalism? How does it empower citizens?

**OR**

Explain the differences between print and online journalism in terms of style and language.

**PART B**

4. Discuss the strengths and weaknesses of the inverted pyramid structure in news writing, and provide examples to support your analysis.



OR

Why hard news stories are time-sensitive compared to soft news stories?

5. Explain Robert Gunning's Principles of Clear Writing with examples.

OR

Explain various sources of news available to a journalist.

6. Do you agree that the practice of citizen journalism would help communities to advocate change in society? Explain your answer.

OR

How can journalists maintain credibility when writing for different media platforms?

7. Discuss the role of social media in reshaping the landscape of news reporting and its impact on information dissemination.

P.T.O.

OR

Discuss the impact of the internet on the sources of news and the challenges it poses to the verification process in reporting.

(500)



4

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 598

G

Unique Paper Code : 2032181102

Name of the Paper : Introduction to Media and  
Communication

Name of the Course : Bachelor of Arts (Honours  
Course) Journalism – DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

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4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

P.T.O.



**PART A**

1. Discuss different types of communication.

**Or**

Even in the digital era, Television remains one of most significant mediums in our everyday life – do you agree with this statement?

2. Write a short note on personal influence theory.

**Or**

Digital influencers are often playing an important role in political communication – elaborate.

3. How is cultural effects framework different from the direct effects approach?

**Or**

Discuss the importance of the cultivation analysis theory.

**PART B**

4. Discuss normative theories of press with specific emphasis on free press theory and social responsibility theory.

**Or**

What is reception model? Do you think reception model has gained more significance to understand the era of new media?

5. Discuss the context of emergence of direct effects approach. What are major criticisms of direct effects theory?

**Or**

Discuss propaganda and its' classifications. What are the influences in early propaganda theory?

6. Elaborate on the contributions of different media theorists in the development of agenda setting theory.

**Or**

Spiral of silence theory helps to understand media's presentation of dominant views and exclusion of opposing viewpoints – discuss.

P.T.O.



7. What is public sphere? Discuss media as public sphere with suitable examples.

Or

Limited effects approach offers the idea of a somewhat active audiences – discuss.

(500)



5

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 623

G

Unique Paper Code : 2032181103

Name of the Paper : History of the Media

Name of the Course : Bachelor of Arts (Honours  
Course) Journalism – DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

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4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

P.T.O.

## PART - A

Attempt all **THREE** questions.

1. (a) Why Johann Gutenberg's invention was called the 'movable-type printing press'? Discuss its unique features.

**OR**

- (b) James Augustus Hicky's 'Bengal Gazette' declared that it was 'Open to All Parties, but Influenced by None'. Briefly discuss the statement.

2. (a) When was the name 'Akashvani' officially adopted by All India Radio? Discuss the factors that made AIR a dominant medium of entertainment until the advent of television in the 1970s.

**OR**

- (b) Do you agree with the opinion that India not allowing private radio broadcasters to publish their own news is a paradox in a democracy? Discuss.

3. (a) What is 'Camera Obscura'? Discuss the early photographic technique and its evolution.

**OR**



- (b) "The arrival of transnational Television channels such as MTV and Channel V and airing of different genres of programmes were viewed as a challenge to Indian culture, and identity". Comment.

**PART - B**

Attempt any **THREE** questions.

4. (a) 'During early 19<sup>th</sup> century, both European and Indian editors had used print media mainly to propagate religious matters'. Discuss the statement in the context of Serampore Mission Press and Raja Ram Mohan Roy's journalistic practice.

**OR**

- (b) How did the invention of the telegraph by Samuel Morse revolutionize long-distance communication in Europe? Briefly explain its impact on newspaper editing.
5. (a) Discuss how the evolution of All India Radio programming helped communities to receive relevant information on plans and policies of government during 1970's? Write your answer with suitable examples.



OR

- (b) What are the wide range of programmes that All India Radio' Vividh Bharati offers to its listeners? Discuss the various programme formats that address different age group audiences in India.
6. (a) What is a Cinematograph? Discuss the development of cinema, from the Kinetoscope to today's digital distribution in detail.

OR

- (b) Explain the early silent movies produced in India and comment on the movie Raja Harishchandra.
7. (a) What are the important provisions of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990? Explain them.

OR

- (b) "Objectivity, not sensationalism, should be the ideal of newspapers". Deliberate this declaration of B. R. Ambedkar and evaluate his journalistic contribution.

(300)



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**Your Roll No.....**

**Sr. No. of Question Paper : 574**

**G**

Unique Paper Code : 2032182302

Name of the Paper : Introduction to New Media

Name of the Course : **Bachelor of Arts (Honours)**  
**Journalism – DSC**

Semester : III

Duration : 3 Hours Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
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4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

P.T.O.



**PART A**

1. What is New Media? Why is New media important for contemporary society?

**OR**

Explain the evolving ethical standards and principles that guide ethical conduct in the digital age and the role of regulation and self-regulation in maintaining ethical standards.

2. How is piracy challenging authorship in digital era? Explain with suitable examples.

**OR**

What are the primary copyright issues and challenges that arise in the digital media landscape.

3. Discuss the challenges and opportunities associated with online reporting in the digital age.

**OR**

Write a short note on any **TWO** :

- (i) Copyright



- (ii) Digital Archives
- (iii) Blogs
- (iv) Social Media Conflicts

**PART B**

4. "We shape our tools and they in turn shape us". Critically analyse this statement in context of Technological determinism.

**OR**

'The world is now a Global village with Internet'. Do you agree? Comment with reference to the concept of a networked society.

5. Discuss various strategies and methods used to monetise new media in the digital age. Provide examples and analyse their effectiveness in generating revenue for content creators and various platforms.

**OR**

How has the authorship changed in Digital Age? In your opinion what are the implications of this for human creation and creativity?

P.T.O.

6. Discuss the Content strategy involved while content designing web content. Carefully analyse the importance of audience analysis for a web portal.

**OR**

Explain the key characteristics and best practises of effective web writing. Discuss the evolving trends and how they impact user experience.

7. Write note on any **TWO** :

(a) Digital Archives

(b) Linking

(c) Multiplier Effect

(d) Mobile Mediated Communication

**OR**

Define the role of advocacy journalism in shaping public opinion and influencing social and political change. Examine the benefits and drawbacks of advocacy journalism in today's media landscape.

(500)