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of Question Paper : 2081

que Paper Code : 2032181101

ame of the Paper : Introduction to Journalism

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

Semester : I

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer *all* the questions in Part A and any *three* questions in Part B.

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

Part A

1. What are the ingredients of news ? Explain in detail.

Or

Describe the news process : from the event to the reader with at least one example.

2. Writing is an art, but certain principles are essential in crafting effective news articles. Discuss the key principles that should be followed in news writing.

Or

Write about the historical and present context of penny press.

3. Citizen Journalism has evolved as a powerful tool of alternative journalism. Do you agree ? Explain.

Or

Outline the basic differences between print and electronic media with relevant examples.

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Part B

4. Presence of hard news and soft news add variety to a newspaper. Do you agree ? Explain with examples.

Or

Explain the basic components of a news story with relevant examples.

5. What is the process of organising a news story ? How does it contribute to maintaining the quality of news ?

Or

Reporting crime requires a careful selection of sources. Explain the sources of news with reference to crime beat.

6. What are the basic principles for writing a news story for print media ? How is it different from writing for television news ?

Or

Explain the increasing presence of the internet in newsrooms and its impact with special reference to verification and balance.

7. Explain the growth of electronic media in India and its role in dissemination of information.

Or

Write notes on any two :

- (a) Use of archives in journalism
- (b) Inverted pyramid style of writing
- (c) Writing for television
- (d) Yellow journalism.

Or

Explain the Limited Effects Theory and discuss how individual differences influence media effects.

3. How does the Agenda Setting Theory shape public opinion ? Illustrate with relevant examples.

Or

Examine the Spiral of Silence Theory. How does it impact individuals' willingness to express their opinions in public ?

Part B

4. Compare and contrast the transmission model and the ritual model of communication. Which model, in your view, better addresses the role of media in modern society ?

Or

Discuss the role of media in the public sphere. How does it contribute to the formation of public opinion ?

5. Analyze the role of propaganda in shaping mass communication during political campaigns. Provide examples to support your answer.

Or

How have digital influencers impacted contemporary media and audience behavior ? Discuss with suitable examples.

(3)

6. Explain Cultivation Analysis and discuss how it relates to media's influence on society's perceptions of reality.

Or

Critique the Effects Paradigm. How did the emergence of an alternative paradigm change our understanding of media influence ?

7. What are the key challenges faced by mass media today in maintaining ethical standards ? Provide a detailed analysis with examples.

Or

Write notes on any two :

- (a) Reception model of communication
- (b) Cultural Effects Paradigm
- (c) Publicity model of communication.

This question paper contains 3 printed pages]

Roll No.

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S. No. of Question Paper : 2133

Unique Paper Code : 2032181103

Name of the Paper : History of the Media

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

Semester : I

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains two parts. Both parts are compulsory.

Candidates have to answer all the questions in Part A and any three questions in Part B.

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

Part A

Attempt all three questions

1. (a) What is movable-type printing press ? Discuss its impact on book publishing activities in Europe in brief.

Or

- (b) Who edited "Calcutta Journal" in 1818 ? What role did it play in defining the role of press in the pre-Independent era ?

2. (a) What is Vernacular Press Act ? Write on the condition of Indian language press during 1860s.

Or

- (b) What is a Gramophone ? Discuss its invention in brief.

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3. (a) 'Camera Obscura is a base for modern photography.' Explain.

Or

- (b) What is the Prasar Bharati Act ? Discuss its main motives.

Part B

Attempt any *three* questions.

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

Or

- (b) Discuss the role of Telegraph machine in revolutionising the long distance communication and influencing the way people perceived time and distance.

5. (a) 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.

Or

- (b) What is fundamental difference between FM and AM radio ? Discuss the reasons for popularity of private FM radio channels in India.

6. (a) Deliberate on the contribution of Lumière brothers to the field of cinema in the early decades of its invention.

Or

- (b) Discuss the beginning of cinema in India with special reference to Dunderaj Govind Phalke's contribution.

(3)

7. (a) What is SITE experiment ? Comment on the television's instrumental role in forwarding the state's development agenda in the post-independent decades in India.

Or

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

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1667

I

Unique Paper Code : 2032182301

Name of the Paper : Media and Cultural Studies

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

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 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 20 marks each.

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Part A - Answer any THREE questions (3 x 10 = 30)

1. Write brief notes on any two:

- (a) Mass Culture
- (b) High Culture vs. Low Culture
- (c) Sub-cultures
- (d) Live Performances

OR

What was the Frankfurt School's critique of the media industry, and how do they conceptualize the media as "cultural industries"?

2. How can the Uses and Gratifications theory be critically assessed from the perspective of the audience?

OR

Explain the role of signs and codes in media. How do they contribute to the construction of meaning in media messages?

3. How do fandoms create communities of meaning and identity around popular culture texts, and what role

do they play in shaping the production and reception of media?

OR

How does the concept of active audiences challenge traditional views of media consumption, and what role do audiences play in shaping media meaning and interpretation?

Part B - Answer any THREE questions (3x20=60)

4. Analyse the Frankfurt School's theory of media as cultural industries. How do Adorno and Horkheimer's ideas about the "culture industry" contribute to our understanding of media production and its effect on society?

OR

Explain the relationship between ideology and hegemony. How does Gramsci's concept of hegemony help in understanding media's role in society?

5. What is Reception Theory? How does this theory help us understand the role of audiences in interpreting media texts?

OR

Explain the idea of representation in terms of how gender issues are portrayed in Indian media and how these issues impact societal views of gender roles and identity.

6. How does the concept of active audiences challenge traditional views of media consumption, and what role do audiences play in shaping media meaning and interpretation?

OR

How have women been represented as audiences in media studies, and what impact do gendered representations have on women's engagement with popular culture?

7. What is popular culture? Which theorists have contributed to its understanding, as both a product and a producer of social meanings, identities, and power structures?

OR

The concept of Political Economy is relevant in analysing the capitalist structure of media houses today. Elaborate with examples.

15
[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1723

I

Unique Paper Code : 2032182302

Name of the Paper : Introduction to New Media

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

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.

PART A

1. What do you understand by New Media. Elaborate the various principles of New Media suggested by Lev Manovich.

OR

What is technological determinism, and how does it influence society's development and cultural change? Discuss with examples.

2. Write short note on ANY TWO :

(a) Open Source...

(b) Piracy

(c) Rise of fake news in the digital age

OR

Discuss the major ethical concerns in online journalism.

3. How can multimedia elements be used effectively to build engaging narratives within the new media landscape? Provide examples to illustrate your answer.

3

Examine the challenges associated with online news writing, suggest strategies to overcome these limitations.

4. To what extent mobile-mediated communication has impacted communication patterns. Discuss the potential benefits and drawbacks of mobile mediated communication.

What are the emerging trends in social media, and how are they being utilized on various social media platforms? Provide examples.

- OR

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How are new media platforms monetized, and what strategies are commonly used to generate revenue? Give suitable examples.

6. What are some effective web writing techniques used in news web portals, and how are they applied? Provide relevant examples.

OR

‘A website can do wonders if the different web page elements are utilised properly’. Discuss in detail about content strategy involved in planning and designing a website.

7. Examine how the internet has shifted people’s attention away from traditional face-to-face communication. Provide relevant examples to illustrate this change.

OR

Write notes on ANY TWO :

- (i) Digital Divide
- (ii) Networked Society
- (iii) Digital Archives

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1776

I

Unique Paper Code : 2032182303

Name of the Paper : Introduction to Photography

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

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.

PART A

1. (a) What is 'Photography'? Discuss the significant technological advancements in the field of photography during the 19th century.

Or

- (b) Explain the impact of digital technology on the evolution of fashion photography.

2. (a) 'Photography is the art of capturing light.' Discuss the significance of this statement.

Or

- (b) Discuss the relationship between aperture, shutter speed, and ISO, and how they affect image quality.

3. (a) What are the ethical responsibilities of photographers when editing images digitally?

Or

- (b) Write Short note on any two :

- (i) Difference between portrait and landscape orientation in photography.

- (ii) Digital Storage
- (iii) Rule of Thirds

PART B

4. (a) What impact did the invention of digital photography have on the photography industry and the mass media?

Or

- (b) Describe the mechanics of the camera obscura and explain its connection to the development of modern photography.

5. (a) In portrait photography, how do the key light, fill light, and back light each serve to enhance the subject's features, and what effect does their arrangement have on the overall image composition?

Or

- (b) Explain the various types of camera lenses and how each one is used in modern photography.

6. (a) What is the purpose of editing in photography?
Discuss in detail all the features of any one photo editing software.

Or

- (b) Explain the basic photo editing tools available in Adobe Photoshop Elements and their uses in enhancing images.
7. (a) Explain the types of digital storage media used in modern cameras and how they impact image storage and data transfer.

Or

- (b) Discuss the role of patience, observation, and technical knowledge in mastering nature photography.

(7)
[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1697 — I

Unique Paper Code : 2032183501

Name of the Paper : Global Media and Politics

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

Semester : V

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.

Part A

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

1. Briefly comment on the role played by Joseph Gobbels in structuring Nazi Propaganda during World War II.

Or

Examine the effectiveness of the NWICO debates in challenging the hegemonic control of the western powers over international news and information flows.

2. What was the contribution of New York Times in the Vietnam war and Pentagon Papers? Elucidate.

Or

Discuss the challenges for journalism in the first live televised Persian Gulf war.

3. Critically comment on the Globalization of TV formats.

Or

Discuss the role played by the media conglomerates with special reference to Rupert Murdoch.

Part B

Answer any **THREE** questions :

(3 × 20 = 60)

4. "The Nazis orchestrated massive propaganda campaign to win the loyalty and cooperation of Germans." Elaborate with reference to various propaganda techniques employed by the Nazis.

Or

Propaganda replaced diplomacy as the principal form of international communication during Cold War. Examine the role of radio in the Cold War propaganda.

5. Map the rise of Al-Jazeera as an International news channel. Critically evaluate the programming and reportage of the channel in tune with its policy of "the opinion and its opposite".

Or

Is Embedded Journalism the standard method for war reporting? Discuss using specific examples.

6. Can the term 'glocalization' be used to describe the local adaptations of global TV programmes? Explain in detail with suitable examples.

Or

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

7. What is "the CNN effect"? How the CNNization created a 24X7 global news culture? Evaluate.

Or

In the context of Gramsci's idea of hegemony, intellectuals and civil society, explain the dynamics of global cultural flows in the present global world.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2025

I

Unique Paper Code : 2033180016

Name of the Paper : Folk Media and Communication

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

Semester : V

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.

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PART A

1. What is folk media and what are its characteristics.

Or

Describes the objectives of folk media.

2. How does folk media contribute to preserving cultural heritage while promoting development goals?

Or

What are the limitations of using folk media for development in an era dominated by digital and mass media?

3. Explain the concept of folk culture and folk media.

Or

Evaluate the challenges faced by folk media in the digital era.

PART B

4. Examine the representation of gender and caste in folk media. How do these social factors shape the narratives, participation and accessibility of folk media?

Or

Describe the various forms of folk media. Provide examples to illustrate how each form serves as a medium for cultural expression.

5. Describe the role of folk media as a tool of community development and social change? Discuss with examples how traditional forms of folk media have been utilized in campaigns for literacy, health, and social awareness in rural areas.

Or

Examine how government agencies such as Song and Drama Division, Publications Division, Directorate of Advertising and Visual Publicity (DAVP) and Ministry of Rural Development contribute to the preservation and promotion of folk media and artist in India. Discuss specific initiatives by any of these agencies.

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6. Discuss the impact of modern technology on traditional folk communication. Explore the positive and negative effects of this influence.

Or

Examine the debate surrounding 'Art for Art's sake' in the context of folk communities. How does the notion of "art for whose sake" challenge the traditional view of folk media as purely community-oriented?

7. Evaluate the relevance of folk media in today's media ecosystem. How have digital platforms and new media influenced the way folk art is produced, shared, and consumed?

Or

Explore the relationship between folk media, community identity, and the role of folk artists. Illustrate your answer with examples of folk artists who have contributed to sustaining and promoting their cultural heritage.