

[This question paper contains 2 printed pages.]

Your Roll No. ~~25033520020~~

Sr. No. of Question Paper : 5079

K

Unique Paper Code : 2032181101

Name of the Paper : Introduction To Journalism

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

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.

Part A

1. (a) Differentiate between hard news and soft news. Elucidate with relevant examples.

Or

- (b) Briefly define credit line, dateline and byline in newspaper journalism. Also, explain their role and relevance in detail.

2. (a) What is the Robert Gunning principle of clear writing? Elucidate using examples.

Or

- (b) Discuss the various news sources available to a news reporter with relevant examples.

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3. (a) Define Citizen Journalism. With the help of an example critically examine its role and relevance in raising awareness on issues.

Or

- (b) What is online journalism? Describe its key features and nature. In what ways does it differ from traditional print journalism

Part B

4. (a) What is attribution? Elucidate the significance of attribution in news reportage with relevant examples

Or

- (b) What are the key characteristics that define 'news'? Discuss in detail with relevant examples.

5. (a) Discuss the inverted pyramid structure and how it is used to organise and present news stories effectively.

Or

- (b) Define yellow journalism and discuss its impact on news production and consumption with relevant examples.

6. (a) Writing for print, online, and electronic media follows different conventions. Discuss how news writing differs across these three platforms. Support your answer with suitable examples.

Or

- (b) Differentiate between electronic and online journalism with relevant examples

7. (a) Write Notes on ANY TWO :

(i) Penny Press

(ii) The news process

(iii) 5 W's and 1 H

Or

- (b) Critically examine how the changes in the digital ecosystem have impacted the role and relevance of print journalism globally.

[This question paper contains 2 printed pages.]

Your Roll No.....

K

Sr. No. of Question Paper : 5190

Unique Paper Code : 2032181102

Name of the Paper : Introduction to Media and Communication

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

Semester : 1

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. Explain the relationship between media and everyday life with suitable examples

OR

✓ Differentiate between forms of communication and levels of communication.

2. What are the key components of the mass communication process?

OR

✓ Briefly discuss any two Normative Theories of the Press.

3. ✓ Define the concept of the public sphere and its relevance in modern democracies

OR

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What is the transmission model of communication? Highlight its strengths and limitations.

Part B

4. Examine the evolution of communication as a discipline and its importance in shaping human interaction.

OR

Evaluate the role of mass communication in nation-building and public opinion formation.

5. Discuss the ritual or expressive model of communication. How does it differ from the Publicity model? Support your answer with examples.

OR

Explain the reception model of communication and its relevance to audience research in the digital era.

6. Discuss the Direct Effects theory of mass communication. How did early models like the Hypodermic Needle or Magic Bullet Theory conceptualise the audience and the influence of media messages? Support your answer with suitable examples.

OR

✓ Explain the Limited Effects perspective in mass communication research. How did studies such as the Two-Step Flow Model and Personal Influence Theory challenge the assumptions of the direct effects model?

7. Critically analyse George Gerbner's Cultivation Theory. How does television shape audience perceptions of social reality? Discuss the concepts of mean world syndrome and mainstreaming with examples.

OR

✓ Examine Elisabeth Noelle-Neumann's Spiral of Silence Theory. How does public opinion formation get influenced by fear of social isolation? Discuss its implications for political communication and social media environments

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5396

K

Unique Paper Code : 2032181103

Name of the Paper : History of the Media

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

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 3** questions from **Part A** and **ANY 3** questions out of 4 from **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 marks)

1. Discuss the historical significance of the printing press in transforming communication and knowledge dissemination.

OR

Define Yellow Journalism with suitable examples.

2. Write a short note on the contribution of Dr. B.R. Ambedkar to Indian journalism.

OR

What changes took place in Indian press during the Emergency (1975-77)?

3. What is the significance of All India Radio (AIR) in India's broadcasting history?

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OR

Briefly explain the early years of photography and cinema in India.

Part B - Answer any **THREE** questions (3×20 = 60 marks)

4. Discuss in detail the historical evolution of the press in the United States and Great Britain, highlighting major milestones. Evaluate their impact on modern journalism.

OR

Examine the growth of the Indian press during the colonial period. Explain how newspapers evolved from being missionary and colonial tools to becoming instruments of political awareness.

5. Critically analyze the role of Mahatma Gandhi as a journalist and communicator. Discuss his journalistic philosophy, style of writing, use of newspapers as a tool for social awakening.

OR

Discuss the role of the Indian press during the National Freedom Movement. Explain how newspapers became tools of resistance and mass mobilization.

6. Trace the complete history and expansion of radio broadcasting in India from the colonial era to the post-independence period. Discuss key developments.

OR

Discuss how transnational television transformed the Indian media landscape in the 1990s. Analyze the impact of satellite television channels on Indian society, economy, culture and media consumption patterns.

7. Explain the historical background, objectives, and significance of the formation of Prasar Bharati. Discuss how it aimed to provide autonomy to broadcasting in India.

OR

Explain the early journey of photography and cinema from scientific innovation to mass media. How did these mediums change human perception and storytelling?

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5047

K

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 **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 discuss the Frankfurt School's concept of Media as cultural industries.

Or

How do ideological state apparatuses operate in society? Explain.

2. Explain Uses and Gratification theory. How does the audience satisfy their needs?

Or

What do you understand by the concept of representation? Comment on the representation of gender in Indian cinema and news media.

3. How does mass media sustain the hegemony of the powerful by promoting their ideas? Give suitable examples.

Or

Indian fans are considered intensely cinephilic. Discuss fan culture practices in India with reference to Cinema.

Part B - Answer any THREE questions
(3×20=60)

4. Discuss Marshall McLuhan's concept of Technological Determinism with the help of an example.

Or

According to John Storey, Popular Culture can be understood through six definitions. Discuss.

5. Stuart Hall's encoding-decoding model of communication redefined the understanding of media audience. Discuss.

Or

Are media texts polysemic? Discuss the idea of active audiences with reference to women and soap operas, drawing on scholarship in reception studies.

6. Subcultures rise as a reaction to dominant social standards. Do you agree? Discuss with reference to styles of music, clothing, food, etc.

Or

Why are the practices around fandom categorised as textual poaching? Discuss fandom as participatory culture with reference to the work of Michel de Certeau and Henry Jenkins.

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

Or

According to Radway, it is more important to study the act of reading than the construction of the text. Explain.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5161

K

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. Question in Part A carry 10 marks each and question in Part B carry 20 marks each

P.T.O.

Part A

1. (a) What is the concept of networked society? Illustrate your answer with examples from social media.

Or

- (b) Explain Mobile-Mediated Communication. Evaluate its benefits and limitations in contemporary society.
2. (a) Discuss the importance of digital archives in journalism. Give appropriate examples.

Or

- (b) Explain the concept of piracy in the digital age. How does it affect journalism?
3. (a) Write short notes on content strategy and audience analysis in web design.

Or

- (b) Discuss the key features of online reporting. How is it different from traditional reporting?

Part B

4. (a) Examine the major recent trends in social media with reference to contemporary digital practices. Support your answer with examples

Or

- (b) How has technological determinism influenced social and cultural change in India? Discuss with relevant examples from media, communication, and everyday life.

5. (a) Examine the role of copyright, copyleft, and open-source in shaping ethical and professional practices in journalism.

Or

- (b) How do new media platforms generate revenue through monetization? Discuss the ethical challenges linked to these practices.
6. (a) "The success of a digital news story lies in its interactivity." Critically examine how hyperlinks, multimedia elements, and embedded tools shape the reader's experience. Illustrate your answer with a case study of one multimedia story.

P.T.O.

Or

(b) Outline the major stages of website development. How does the workflow progress from conceptualization to publication on the web?

7. (a) Write Notes on ANY TWO :

(i) Online Activism

(ii) Advocacy Journalism

(iii) Blogs and Vlogs

Or

(b) In what ways does the multiplier effect of new media reshape narratives in contemporary society? Give reasons in support of your answer.

[This question paper contains 2 printed pages.]

Your Roll No.....

K

Sr. No. of Question Paper : 5369

Unique Paper Code : 2032182303

Name of the Paper : Introduction to Photography

Name of the Course : B.A. (H) 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) Discuss the early development of photography from film-based methods to digital imaging.

OR

- (b) What are the main contributions of digital technology to photography as an art, profession, and social medium?

2. (a) Define exposure in photography. Explain how aperture, shutter speed, and ISO together influence brightness and depth of field.

OR

- (b) What is white balance? Explain how colour temperature can alter the mood and accuracy of an image.

3. (a) Explain the importance of composition and framing in building visual stories. Mention any two composition techniques with examples.

OR

- (b) What is composition in photography? Explain how visual elements such as lines, shapes, colour, and balance contribute to creating a meaningful and visually appealing photograph.

PART B

4. (a) Describe the types of lenses used in photography. Explain how wide-angle, telephoto, and macro lenses affect visual storytelling.

OR

- (b) Discuss the types of lighting used in professional photography. Explain the three-point lighting arrangement with examples.

5. (a) Discuss the photo editing workflow in detail. How do tools like cropping, colour balance, and contrast correction help refine an image?

OR

- (b) Explain the features and uses of CorelDRAW in vector-based design and its integration with digital photography projects.

6. (a) Write a detailed essay on the major genres of photography portrait, fashion, travel, and documentary — highlighting their creative purpose and challenges.

OR

- (b) Analyze the rise of digital and mobile photography in the social media age and its influence on visual communication and audience behaviour.

7. (a) What do you understand by ethics in photography? Discuss issues related to manipulation, consent, and authenticity with examples.

OR

- (b) Examine the role of photojournalism as a visual record of social and political realities. Illustrate your answer with suitable historical or contemporary examples.

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5483

K

Unique Paper Code : 2033182002

Name of the Paper : Integrated Marketing Communication

Name of the Course : **B.A. (Hons.) 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 is divided into two parts — **Part A** and **Part B**. Both sections are compulsory.
3. Candidates must attempt **all** questions in **Part A** and any **three** questions from **Part B**.
4. Each question in **Part A** carries **10** marks, and each question in **Part B** carries **20** marks.

Part-A

1. (a) Develop a suitable promotional strategy for launching a new product, integrating both personal selling and advertising components effectively.

OR

- (b) Critically examine the role of the Promotional Mix) in fulfilling marketing objectives. Discuss its theoretical basis, major strengths, and possible limitations.

2. (a) Write short notes on the following :

(i) Online Communication

(ii) Public Relations

OR

- (b) Define Branding. Explain how branding helps in creating a distinctive image or identity for a product or an organization.

3. (a) Write a short note on Media Scheduling.

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- (b) Write a note on Evaluation and Feedback in marketing and advertising. Also explain why these are essential for assessing the success of campaigns and for making necessary improvements.

Part - B

4. (a) Critically analyse how the Integrated Promotional Mix (IPM) contributes to achieving marketing objectives. Discuss its theoretical underpinnings, core advantages, and limitations.

OR

- (b) Compare and contrast Personal Selling and Advertising as promotional techniques. Discuss their respective merits, drawbacks, and the types of business situations where each is most effective.
5. (a) How does Market Research assist in setting marketing objectives? Explain how it helps in identifying market opportunities, understanding customer behaviour, and analysing competitors.

OR

- (b) Explain the Strategic Planning Process in marketing. Describe each step, including Situation Analysis, Market Analysis, Objective Setting, Strategy Formulation, and Performance Evaluation. How does this process help marketers achieve goals and maintain a competitive edge?
6. (a) Explain the complete Process of Campaign Creation and Production in advertising — from concept development to final execution. How do advertisers ensure that the campaign delivers the intended message and achieves its goals?

OR

- (b) Explain the concept of Media Planning and Scheduling in advertising. Discuss the key steps involved and illustrate how planners select appropriate media to reach the target audience and meet campaign objectives with relevant examples.
7. (a) Define the Advertising Mix and explain how it differs from the Promotional Mix. Illustrate with suitable examples.

OR

- (b) What are the various factors which affect Consumer Behaviour? Discuss the importance of understanding consumer behaviour in campaign planning.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5134

K

Unique Paper Code : 2032183502

Name of the Paper : Development Communication

Name of the Course : **B.A. (Hons.) 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 - Answer any THREE questions

(3×10=30)

1. (a) What do you understand by the term 'development'? How is development measured?

OR

- (b) Describe the Basic Needs Model of development.

2. (a) Classify the different types of NGOs and explain the role that NGOs play in development?

OR

- (b) Highlight the characteristics of rural newspapers giving suitable examples.

3. (a) Give a critical Appraisal of the Kheda Communication Project.

OR

- (b) Discuss the role of folk media in development communication.

Part B - Answer any three questions (20×3=60)

4. (a) Critically analyse the dominant paradigm of development. What are the characteristics of the alternative paradigm of development?

OR

- (b) Development Support Communication (DSC) operates as a linking agency that involves all stakeholders in executing a development programme. Explain the statement with a suitable case study. What are the differences between DSC and Development Communication?

5. (a) Highlight the role of Information Communication Technologies (ICT) in development? How can ICTs be deployed for e-governance?

OR

- (b) Explain the strategies for designing effective development communication messages for the print and broadcast media and explain the strengths and weaknesses of these media for propagating messages.

6. (a) The mainstream media are rarely seen taking up the agenda of rural development seriously. Critically analyze the statement.

OR

- (b) Discuss the features of any TWO of the following development support communication programs :

(i) MNREGA

(ii) National Rural Health Mission

(iii) Jan Dhan Yojana

7. Explain the concept of gender and development. Critically examine the various approaches to gender and development over the decades.

OR

What do you understand by sustainable development? Explain any six UN sustainable development goals.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5216

K

Unique Paper Code : 2032183503

Name of the Paper : Media Ethics and The Law

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

1. What are the important components of Freedom of speech and expression as provided under Article 19 (1) (a)?

Or

Differentiate between different types of defamation. Discuss its impact on journalistic freedoms.

2. What do you understand by Copyright Act? Explain with relevant examples.

Or

Discuss important ethical guidelines for conducting sting operations, explain the scope and limitations of such operations for the media.

3. What role do fake news and disinformation play in influencing public opinion? Discuss how they can harm democratic values and affect elections.

Or

Why did the Supreme Court term Section 66A of the Information Technology Act, of 2000 as 'unconstitutional' and struck down the Section? Discuss the reasons with relevant examples.

PART- B

4. Evaluate the ethical and legal aspects of live reporting, sting operations, and phone tapping within the realm of media technology, contemplating their effects on journalistic integrity and societal trust.

Or

Critically evaluate the role of media ethics in negotiating cultural dependence, probing into how cultural contexts shape journalistic methods and ethical standards.

5. "Indian advertising, in some measures, is pushing the boundaries of the ways in which women are represented". Explain the statement with suitable examples.

Or

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Do you agree that there should be self-regulation mechanisms for the online media platforms to have control over their content production? Share your observations in the context of rising independent media practices in India.

6. "Information is the lifeblood of a democracy". Explain the statement in the context of Right to Information Act (RTI) and its implementation for the effective functioning of democracy and media in India.

Or

Analyze debates on morality and accountability in media content, considering issues such as taste, culture, and censorship.

7. Critically analyze the role of the Press Council of India as a moral watchdog of journalistic ethics and in helping newspapers to maintain their independence.

Or

Which factors influence media reportage of marginalized sections such as children and differently-abled individuals?

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5107

K

Unique Paper Code : 2032184701

Name of the Paper : NEW MEDIA AND DIGITAL COMMUNICATION

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

Semester : VII - DSC

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. (a) Discuss digital art and digital cinema as genres of new media. How do they reflect the changing landscape of media and creative expression?

OR

- (b) Define memes in the context of digital culture. How do they differ from other viral digital content?

2. (a) Explain the problem of the digital divide and differences in access to technology. Support answer with suitable examples.

OR

- (b) Media convergence represents more than just a technological shift. Elaborate.
3. (a) Write short notes on any **TWO** :
- (i) Net neutrality
 - (ii) Digital fandom
 - (iii) Podcast
 - (iv) Blogs and Micro-blogs

OR

- (b) What is digital storytelling? Discuss the various forms of storytelling in the digital age with examples.
4. (a) What do you understand by New media campaigns. How to design a campaign for a new brand using social media platforms.

OR

- (b) Write a short note on any **ONE** :
- (i) Social media content creation
 - (ii) Digital social movements

Part B

Answer any **Three** questions (3×20 marks = 60)

5. (a) Explain the importance of digital preservation in safeguarding indigenous cultures, traditions and contemporary knowledge. Why preservation of knowledge is essential in the digital age?

OR

- (b) Who controls the new media landscape? Analyse the role of corporations, algorithms, and state policy in shaping digital content and access.
6. (a) Discuss how new media platforms shape and reflect issues related to gender. In what ways do digital spaces challenge or reinforce gender norms?

OR

- (b) What does privacy signify in the digital age? In what ways has digital surveillance challenged our understanding of privacy?
7. (a) The internet has revitalized the concept of the public sphere. Do you agree with this statement? Support your answer with relevant examples.

OR

- (b) What is trans-medial storytelling? What distinguishes it from other forms of narrative? Illustrate your answer with suitable examples.
8. (a) Write a long critical note on any **TWO** :
- (i) Video blog
 - (ii) Script writing for short-form content
 - (iii) Digital exhibition strategies
 - (iv) Social media marketing for media projects

OR

- (b) How can individuals or professionals perform a digital identity audit to maintain authenticity, privacy, and credibility online? Provide real-world examples.

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9. (a) Design a digital production plan for a new media campaign based on a social issue of your choice. Outline the scripting, format, and promotional strategies you would use.

OR

- (b) Write a critical analysis on any **TWO** of the following :

- (i) New Media Initiatives for rural development and governance
- (ii) Marketing Social Activism Content on digital platforms
- (iii) Ethical considerations in Multimedia Content Creation
- (iv) Citizen engagement in digital social movements

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8881

K

Unique Paper Code : 2033180020

Name of the Paper : Visual Communication DSE

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

Semester : VII

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) Define visual communication design. Explain how the elements of design support clear and effective message delivery.

OR

- (b) Explain the idea of *photographic truth*. How do framing, editing, and digital manipulation shape our perception of reality in images?
2. (a) Discuss the importance of colour theory in design. How do colour choices influence branding and audience perception? Illustrate with examples.

OR

(b) Write short notes on any **TWO** of the following :

(i) Gestalt Principles

(ii) Typography

(iii) Aesthetics in Branding

3. (a) Examine the ethical issues associated with virality, misinformation, and trolling in digital visual communication.

OR

(b) Assess how visual bias and patterns of media representation shape public perceptions and reinforce stereotypes.

4. (a) Describe a visual campaign that effectively raised awareness about a social issue. Explain what made it impactful.

OR

(b) Discuss the key ethical considerations involved in photographing subjects during fieldwork.

Part B

5. (a) "Traditional Indian visual forms such as Warli, Madhubani, and Patachitra show that visual storytelling has long existed outside formal design education." Critically discuss this statement with relevant examples.

OR

(b) Trace the development of visual communication theories and explain their relevance in today's digital and social media landscape. How do symbolism, iconography, and analogy enhance message design?

6. (a) Discuss why design principles must be aligned with cultural context. How can ignoring cultural symbols and meanings lead to miscommunication in global branding?

OR

- (b) Explain how visual literacy helps audiences interpret and respond to design cues. Discuss the designer's responsibility in ensuring accessibility and inclusivity through visual choices.
7. (a) "Memes function as a modern language for political and cultural expression." Critically analyse this idea, focusing on how remix culture and internet satire challenge traditional concepts of authorship and originality.

OR

- (b) Evaluate how augmented reality (AR), artificial intelligence (AI), and deepfakes are transforming traditional understandings of truth, authenticity, and bias within digital visual communication.
8. (a) Explain the importance of reflection and evaluation in visual communication fieldwork. How do critique and feedback improve the final media output? Give an example from a student project or professional campaign.

OR

- (b) Discuss the role of audience analysis in visual media fieldwork. Use an example to illustrate how knowledge of target demographics shapes design decisions and message framing.
9. (a) Compare and contrast the communicative power of indigenous visual traditions and modern digital visuals in expressing identity, culture, and community. What insights can each offer for developing a holistic design education?

OR

- (b) "Design without ethics becomes manipulation; design guided by purpose becomes communication." Discuss this statement by examining the ethical challenges faced by visual communicators today. Suggest guidelines for responsible digital-era design.

(10)
[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8882

K

Unique Paper Code : 2033180021

Name of the Paper : Media, Polity, and Democracy
DSE

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

Semester : VII

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 from Part A and ANY THREE questions from 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. (a) What do you understand by media and polity? Discuss how media contributes to the functioning of democratic institutions.

Or

- (b) Explain how media influences political participation in contemporary democracies.

2. (a) Define political communication. Explain its key components and its difference from general mass communication?

Or

- (b) Discuss the role of agenda setting and framing in shaping political discourse through media narratives.

3. (a) What is fake news? Explain how misinformation and disinformation affect democratic decision-making.

Or

- (b) Explain the idea of post-truth politics with reference to the contemporary media environment.

4. (a) Critically analyse the impact of private news media on Indian democracy and political discourse.

Or

- (b) The rise of private news channels and social media has transformed how we understand politics. Discuss how the media after the 1990s has changed political communication and citizen engagement in India.

PART B

5. (a) Evaluate how media acts as both a facilitator and a challenger of democratic processes giving relevant examples.

Or

- (b) Discuss the ways in which media has redefined the public sphere and citizen engagement in modern political life.
6. (a) Evaluate the transformation of political campaigns in the age of social media, focusing on the use of digital platforms and data analytics.

Or

- (b) Analyse the evolution of political communication from traditional media to digital media.
7. (a) Critically analyse the ethical and professional challenges journalists face when reporting on political conflicts and elections.

Or

(b) Discuss how ownership concentration and corporate influence impact media diversity and press freedom in democracy.

8. (a) Discuss the relationship between freedom of press and media responsibility in safeguarding democracy.

Or

(b) Discuss the concept of media accountability and its importance in protecting democratic values.

9. (a) Do you think the media in the present time shapes political debates more through narratives than facts? Discuss the role of digital platforms, fake news, and online political campaigns in this context.

Or

(b) In the real world, media, polity, and democracy constantly influence one another. Discuss how this intersection plays out in contemporary India, and how these interactions strengthen or weaken democratic values, giving examples.

[This question paper contains 4 printed pages.]

Your Roll No.....

K

Sr. No. of Question Paper : 8883

Unique Paper Code : 2033180022

Name of the Paper : Investigative Journalism

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

Semester : VII

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) Discuss how digital tools enable data driven investigative journalism today.

OR

- (b) Define sting operation and examine its use and relevance to investigative journalism with relevant examples.
2. (a) Define news sources and briefly distinguish between traditional and digital sources.

OR

- (b) Differentiate between on-the-record, off-the-record and background with relevant examples.
3. (a) Examine how the Right to Information Act, 2005 aids investigative journalists in their work.

OR

- (b) Define Right to Privacy and explain how it is balanced against the concept of greater public good of the society?
4. (a) Examine how the Official Secrets Act can influence the work of investigative journalists in India.

OR

- (b) With the help of the example of '*Deepthraaf*', discuss the significance of protecting a source for an investigative journalist.

Part B

5. (a) Discuss the evolution and growth of investigative journalism in India. Also, examine the contribution of any one of the following journalists to this history.

(i) Chitra Subramaniam Duella

(ii) Arun Shourie

(iii) Sucheta Dalai

OR

- (b) Discuss the role of the Press Commissions in formulating recommendations on press responsibility, autonomy and the public interest.
6. (a) Critically examine the efficacy of the Whistleblower Protection Act, 2014 in protecting sources and informants in India in the last decade. Do you think its presence is strengthening investigative journalism?

OR

- (b) How does the Information Technology Act, 2000 regulate cybercrime and online offences? What is the impact of its amendments in 2008 on digital investigative journalism? Explain with suitable examples.
7. (a) Discuss any one of these investigative stories in detail :-
- (i) The Watergate Scandal
 - (ii) The Panama Papers

OR

- (b) Examine the tension between the Right to Privacy and the concept of Public Interest in investigative journalism with the help of two detailed examples.
8. (a) Discuss the relevance of the major reforms introduced in the Bhartiya Nyaya Sanhita to the work of investigative journalists today.

OR

- (b) Critically examine the evolving challenges faced by investigative journalists in the digital age with relevant examples.
9. (a) Discuss how data journalism has changed the face of investigative journalism with relevant examples.

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OR

- (b) Discuss the contributions of Ida Tarbell to the field of investigative journalism.

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[This question paper contains 8 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 10780

K

Unique Paper Code : 2033180020

Name of the Paper : Visual Communication

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

Semester : VII

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 are required 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. (a) Define visual communication design and explain how the elements of design contribute to effective message delivery.

OR

- (b) Explain the concept of photographic truth. How do framing, editing and manipulation affect our 'perception of reality' in images?

2. (a) Discuss the significance of colour theory in design and how colours affect branding and audience perception. Give examples to support your answer.

OR

(b) Write short notes on any **TWO** of the following :

(i) Gestalt Principles

(ii) Typography

(iii) Aesthetics in Branding

3. (a) Analyze the ethical challenges related to virality, misinformation and trolling in digital visual communication.

OR

(b) Evaluate how visual bias and media representation influence societal perceptions and reinforce stereotypes.

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4. (a) Give an example of a visual campaign that effectively communicated a social issue.

OR

- (b) What ethical issues should be considered while capturing images for fieldwork?

Part B

5. (a) "Traditional Indian visual narratives such as Warli, Madhubani, and Patachitra demonstrate that storytelling through visuals predates modern design education." Critically evaluate this statement with examples.

OR

(b) Discuss the evolution of visual communication theories and their relevance in the age of digital and social media. How do concepts like symbolism, iconography, and analogy contribute to effective message design?

6. (a) Discuss the importance of aligning design principles with cultural context. How does overlooking cultural symbolism lead to miscommunication in global branding?

OR

(b) Examine how visual literacy enables audiences to interpret and respond to design cues. Discuss the designer's responsibility in ensuring accessibility and inclusivity through design choices.

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7. (a) "Memes are the new language of political and cultural expression." Critically analyze this statement, discussing how remix culture and internet satire challenge traditional notions of authorship and originality.

OR

- (b) Evaluate how augmented reality (AR), artificial intelligence (AI), and deepfakes are reshaping the concepts of truth, authenticity, and bias in digital visual communication.
8. (a) Describe the importance of reflection and evaluation in visual communication fieldwork. How can feedback and critique improve the final media product? Provide an example from a student project or professional campaign.

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OR

(b) Discuss the role of audience analysis in visual media fieldwork. Use an example to show how understanding target demographics influences design choices and message framing.

9. (a) Compare and contrast the communicative power of indigenous visual traditions and modern digital visuals in constructing identity, culture and community. What lessons can be drawn from each for a holistic approach to design education?

OR

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(b) "Design without ethics is manipulation; design with purpose is communication." In light of this statement, discuss the ethical dilemmas faced by visual communicators today and propose guidelines for responsible design in the digital era.

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 10781

K

Unique Paper Code : 203318002

Name of the Paper : Media, Polity, and Democracy

Name of the Course : Bachelor of Arts (Hons)
Journalism DSE

Semester : VII

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 from Part A and ANY THREE questions from Part B.
4. Questions in Part A carry 10 marks each, and questions in Part B carry 20 marks each.

PART A

1. (a) Discuss the impact of the Emergency (1975-77) on Indian media and press freedom.

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OR

- (b) Critically analyse the rise of private news media in India during the liberalization era.
- 2 (a) Explain any two theories of digital activism and their relevance in online political participation.

OR

- (b) Discuss the psychology of agenda-setting effects in the context of social media and its contribution to political mobilization.
- 3 (a) Highlight the role of radio in post-independence India in promoting development communication.

OR

- (b) Explain the relevance of media in shaping political discourse in contemporary India.
4. (a) Define political communication in the context of media studies.

OR

- (b) What are the major national security concerns that challenge press freedom in India?

PART B

5. (a) Describe the three media systems proposed by Hallin and Mancini. Critically examine India's position in this comparative framework.

OR

- (b) Examine how social media influencers and YouTube creators represent the emerging Fifth estate in India. Comment how are they reshaping public opinion, credibility and accountability in digital media space.
- 6 (a) Critically analyze the rhetorics of globalization and their effect on the nature of capitalism, nationalism, and the public sphere through media.

OR

- (b) How is the political discourse of today shaped by legacy media (print, TV) in comparison with digital media?
7. (a) Critically examine the interrelationship between political institutions and media institutions in India's democracy, highlighting how it influences governance, accountability, and public discourse.

OR

- (b) Critically evaluate the role of media in conflict resolution and peacebuilding in India, with reference to issues of cultural hegemony and media hegemony during political or communal crises.
- 8 (a) The Arab Spring played an important role in redefining political movements. Critically examine how social media has shaped political mobilization and activism.

OR

- (b) Evaluate the role of media framing in influencing policy agendas and governance outcomes in a democracy, with examples from recent Indian political developments.
9. (a) Critically examine the role of digital media in shaping contemporary political movements and civic mobilizations in India. Discuss how these developments have redefined democratic participation and political engagement.

OR

- (b) Critically analyse the complex relationship between media and the judiciary in India, focusing on the tensions between freedom of expression, trial by media, and the principle of contempt of court.

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 10782

K

Unique Paper Code : 2033180022

Name of the Paper : Investigative Journalism

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

Semester : VII

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 are required 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 :- Answer any Three questions : (3×10)

1. (a) What are the main recommendations of the Press Commission regarding media responsibility, autonomy and serving public interest?

OR

- (b) What are the various traditional and digital sources used in investigative reporting?

2. (a) Define sting operation and critically examine its use and relevance to investigative journalism with relevant examples.

OR

- (b) Discuss how digital tools enable data driven investigative journalism today?

3. (a) What are the main principles that investigative journalists should follow to ensure ethical reporting?

OR

- (b) Differentiate between on-the-record, off-the-record and background with relevant examples.

4. (a) Examine how the Official Secrets Act can influence the work of investigative journalists in India.

OR

What is defamation? Discuss how it impacts the work of investigative journalists.

Part B:- Answer any Three questions : (3×20)

5. (a) Discuss the evolution and growth of investigative journalism in India. Also, examine the contribution of any one of the following journalists to this history :-
- (i) Chitra Subramaniam Duella
 - (ii) Arun Shourie
 - (iii) Raj Kumar Keswani

OR

- (b) Discuss the contributions of Ida Tarbell to the field of investigative journalism.
6. (a) Discuss the key features of the Right to Information Act, 2005 that assist an investigative journalist in uncovering corruption, scams or misuse of power.

OR

- (b) Critically examine the efficacy of the Whistleblower Protection Act, 2014 in protecting sources and informants in India in the last decade. Do you think its presence is strengthening investigative journalism today?

7. (a) Examine the tension between the Right to Privacy and public interest in investigative journalism with relevant examples.

OR

- (b) Discuss any one of these investigative stories in detail :-

(i) The Watergate Scandal

(ii) The Panama Papers

8. (a) Write a note on any **two** of the followings :-

(i) Fairness and Conflict of interest

(ii) Ethico-legal Coefficient

(iii) Contempt of Court

OR

- (b) Elucidate the major reforms introduced by the Bhartiya Nyaya Sanhita and discuss the relevance of these reforms to the work of investigative journalists today.

9. (a) Critically examine the evolving challenges faced by investigative journalists in the digital age with relevant examples.

OR

- (b) Discuss how data journalism has changed the face of investigative journalism with relevant examples.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5017 **K**

Unique Paper Code : 2032183501

Name of the Paper : Global Media and Politics

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

P.T.O.

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Part A

1. (a) Briefly comment on the role played by Leni Riefenstahl in structuring Nazi propaganda through cinema.

Or

- (b) Discuss the contribution of Radio Free Europe and Radio Liberty during the Cold War.

2. (a) Why is the 1991 Gulf War called the "Video Game War"? Discuss the unique challenges that emerged during the reporting of the war.

Or

- (b) 9/11 is often considered an epochal moment in the history of US media. Critically evaluate the impact of 9/11 on journalistic practice.

3. (a) How do media conglomerates and monopolies shape media and culture? Discuss with special reference to Rupert Murdoch's media empire.

Or

- (b) Do you think that globalization has changed the contour of regional and local identities? Discuss the impact of globalization on local, regional and national cultures in the context of India.

Part B

4. (a) "The Nazis orchestrated a massive propaganda campaign to disseminate racial anti-Semitism". How did Hitler and his loyalists strategize various propaganda techniques to permeate a Nazi culture? Discuss.

Or

- (b) Propaganda replaced diplomacy as the principal form of international communication during the Cold War. Examine the role of radio in the Cold War propaganda.
5. (a) Critically evaluate the international power play between the Global North and South concerning flaws in the news flow. Substantiate your answer with examples depicting the nature of qualitative and quantitative imbalances.

Or

- (b) What is the CNN effect? Analyze CNN's reporting during the Gulf Wars and its impact on public perception of war.
6. (a) How does the phenomenon of glocalization respond to the claims of cultural and media imperialism? Critically discuss with examples from contemporary media landscape.

Or

- (b) Discuss hybridization of culture as a counter to hyper-nationalism and xenophobia.
7. (a) Examine the role of major media conglomerates, such as those led by Ted Turner, in shaping media globalization. How do these monopolies impact media diversity, cultural narratives, and regional media markets?

Or

- (b) Explain the concept of cultural imperialism in the context of global media. How does cultural imperialism manifest in media consumption across different countries?

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