

[ 22-HKPD1SN-23A ]

MA-JMC 1st Semester (New) Exam. 2022 (W)

**JOURNALISM AND MASS COMMUNICATION**

( *Media Studies* )

[ MAJMC/PGJMC S1-03 ]

*Full Marks : 70*

*Time : 3 hours*

*The figures in the right-hand margin indicate marks.*

1. Answer any *five* of the following questions (each in around 50 words):  $2 \times 5 = 10$ 
  - (a) What is mass advertising? What is targeted advertising? Give examples.
  - (b) Why Christian Missionaries are credited for bringing about mass communication environment in India?
  - (c) What is the major disadvantages of traditional folk media?
  - (d) What are the weaknesses of Radio?
  - (e) What is candid photography? What is secret photography?
  - (f) What are the differences between Art Movies and Commercial Movies?
  
2. Answer any *four* of the following questions (each in around 120 words):  $3 \times 4 = 12$ 
  - (a) What are the advantages of convergence in the field of education and administration? Is convergence cost effective?

(Turn Over)

(2)

- (b) What are the advantages of new Media ?
- (c) Write a note on SITE.
- (d) What are the difference between a pamphlet and a leaflet ?
- (e) What is shot ? Name the basic shots of a movie camera.

3. Answer any *four* of the following questions (each in around 250 words) :  $6 \times 4 = 24$

- (a) Explain the basic characteristics of New Media.
- (b) How can folk and traditional media facilitate dissemination of development communication messages to the people ?
- (c) Write briefly about development of Television in India after Independence.
- (d) Write about life and works of Satyajit Ray.
- (e) What are the three basic genres of news items ? What is the difference among them ?

4. Answer any *three* from the following questions (each in around 300 words) :  $8 \times 3 = 24$

- (a) Discuss the essential qualities of a news reporter (any ten).
- (b) Write the code of ethics followed by National Press Photographers Association.
- (c) 'Radio's popularity cannot diminish with the boom in television industry.' Comment on this.
- (d) Enumerate the advantages and disadvantages of radio, television and newspapers as mass media.