



WEST BENGAL STATE UNIVERSITY

B.A. Honours 4th Semester Examination, 2021

JORACOR08T-JOURNALISM AND MASS COMMUNICATION (CC8)

INTRODUCTION TO NEW MEDIA

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **five** questions from the following: 2×5 = 10
- (i) In the development of facebook, Mark Zuckerberg was associated with
(A) Eduardo Saverin (B) Dustin Moskovitz
(C) Chris Hughes (D) All of these
- (ii) URL stands for
(A) Universal Research Locator (B) Uniform Research Locator
(C) Universal Research List (D) Universal Resource Locator
- (iii) Internet Explorer is a type of
(A) Operating System (B) Browser
(C) Compiler (D) Networking Site
- (iv) _____ is an instant messaging application used for chatting.
(A) Snapchat (B) LinkedIn (C) WhatsApp (D) Youtube
- (v) Social networking site that is used by professional
(A) Facebook (B) WhatsApp (C) LinkedIn (D) Hangouts
- (vi) Instagram was developed by
(A) Mark Zuckerberg (B) Kevin Systrom
(C) Brian Acton (D) Jan Koum
- (vii) Mobile phone is an example of
(A) Traditional media (B) Conventional media
(C) Broadcasting media (D) New media
- (viii) Sending an E-Mail is similar to
(A) Writing letter (B) Chatting
(C) Talking on the phone (D) All of these

2. Answer any **four** questions from the following: 10×4 = 40
- (a) Explain the roles of social media in the social development. 10
 - (b) What is New Media? How it is different from the conventional media? 4+6
 - (c) Do you think the arrival of internet brings modernity in the education system? Justify your answer with proper example. 10
 - (d) What is Blog? Is Blogging a new form of journalism? Justify your answer. 4+6
 - (e) Discuss briefly how social media bring revolution in the field of communication. 10
 - (f) Write short notes on: 2×5 = 10
 - (i) Facebook
 - (ii) WhatsApp
 - (iii) Computer mediated communication
 - (iv) Web 2.0
 - (v) Interactivity.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 4th Semester Examination, 2021

JORACOR09T-JOURNALISM AND MASS COMMUNICATION (CC9)

DEVELOPMENT COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **five** questions from the following: 2×5 = 10
- (i) Which one of the following is not a phase of the diffusion process propounded by E M Rogers?
(A) Trial (B) Evaluation (C) Awareness (D) Cognition
- (ii) Which of the following countries conducted an experimental satellite television project for informational television programs to rural people?
(A) Maldives (B) Indonesia (C) Malaysia (D) India
- (iii) ICT stands for -
(A) Indian Communication Technology
(B) India's Connected Technology
(C) Information and Communication Technology
(D) None of the above
- (iv) What is E-Choupal?
(A) An initiative by Tata to buy wheat from retailers
(B) An initiative by ITC for tobacco production
(C) An initiative by ITC to connect with farmers directly via the internet for agricultural products
(D) An initiative by Infosys to supply internet to farmers
- (v) MDG2 is to
(A) Promote gender equality and empower women
(B) Achieve universal primary education
(C) Combat HIV/ AIDS, malaria and other diseases
(D) Eradicate extreme poverty and hunger

- (vi) Sustainable development means
- (A) The development that meets the needs of the present without compromising the ability of future generations to meet their own needs
 - (B) To conserve natural resources and to develop alternate sources of power while reducing pollution and harm to the environment
 - (C) It is the practice of developing land and construction projects in a manner that reduces their impact on the environment by allowing them to create energy-efficient models of self-sufficiency
 - (D) All of the above
- (vii) Mazdoor Kisan Shakti Sangathan is best known for its demand for
- (A) The Right to Information Act
 - (B) Universal Immunization Programme
 - (C) National Policy for Women Empowerment
 - (D) None of the above
- (viii) Identify the correct pair -
- | | |
|----------------------------|--------------------------------|
| (A) Lavani-Bihar | (B) Bhavai-Uttar Pradesh |
| (C) Therukoothu-Tamil Nadu | (D) Chavittu Natakam-Karnataka |

2. Answer any **four** questions from the following: 10×4 = 40

- (a) Give a critical appraisal of the Gandhian Model of Development.
- (b) What is Women empowerment? Discuss government initiatives towards women empowerment.
- (c) Discuss about the role and potentiality of traditional media as a medium of Development Communication.
- (d) Write short notes on any **two** of the following: 5×2 = 10
 - (i) SITE (ii) Kheda Communication Project (iii) Jhabua
- (e) 'The community radio has a special responsibility to improve the social conditions and the quality of cultural life of the community.' Do you think so? Discuss.
- (f) Analyse approaches within an alternative paradigm for social change.

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 4th Semester Examination, 2021

JORACOR10T-JOURNALISM AND MASS COMMUNICATION (CC10)

MEDIA ETHICS AND THE LAW

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) According to Article 19(2) of the Indian Constitution, the State can impose reasonable restrictions on the exercise of the freedom of expression and speech in the interests of
- (A) Public order (B) Contempt of the court
(C) The security of the state (D) All of these
- (ii) The concept of an individual's privacy has been explained in
- (A) Article 10 of the Universal Declaration of Human Rights (1948)
(B) Article 11 of the Universal Declaration of Human Rights (1948)
(C) Article 12 of the Universal Declaration of Human Rights (1948)
(D) None of these
- (iii) The first draft on the Right to Information Bill was prepared by the
- (A) The PCI in 1998
(B) The Supreme Court in 1992
(C) The Parliament in 1996
(D) The PCI in 1996
- (iv) Section 353 in the Indian Penal Code deals with
- (A) Defamation (B) Sedition
(C) Adultery (D) None of them
- (v) The Right to Information Act came into force on
- (A) June 12, 2005 (B) June 15, 2005
(C) October 12, 2005 (D) October 15, 2005
- (vi) The freedom of expression is guaranteed under _____ of Indian Constitution.
- (A) Article 19(1)(a) (B) Article 19 (2)
(C) Article 19 (1)(b) (D) None of these

- (vii) Freedom of information is an integral part of the fundamental right of freedom of expression, as recognized by
- (A) Resolution 59 of the UN General Assembly Adopted in 1946
 - (B) Article 19 of the Universal Declaration of Human Rights (1948)
 - (C) Both A and B
 - (D) None of them
- (viii) The term Sedition means
- (A) An offence against state
 - (B) An offence against public
 - (C) An offence against specific community
 - (D) None of these

2. Answer any **four** questions from the following:

10×4 = 40

- (a) Explain defamation. Mention its exceptions.
- (b) How does the IT Act, relate to the ethical issues in social media?
- (c) Write short notes on any **two** of the following:

(i) Operation West End (ii) Trial by Media

(iii) Intellectual Property Rights (iv) IPC 292
- (d) Discuss elaborately the accountability of the social media in the Indian context.
- (e) Do the media highlight the atrocities on marginalized sections like dalits and tribals properly? Write your own opinion with justification.
- (f) How far the Protection of Women against Sexual Harassment Bill, 2007 is effective in protecting women, especially at work place? Explain.

5×2 = 10

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