



WEST BENGAL STATE UNIVERSITY
B.A. Honours 5th Semester Examination, 2021-22

JORACOR11T-JOURNALISM AND MASS COMMUNICATION (CC11)

GLOBAL MEDIA AND POLITICS

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
 - (a) Digital Divide.
 - (b) What is Globalization?
 - (c) What is free economy?
 - (d) When and where was NAM formed?
 - (e) When did the MacBride Commission submitted its report on the issue of news flow from Developed to the Developing countries?
 - (f) Who took the initiative in 1975 to start Third World news agency NANAP?
 - (g) Which inventor conducted the first radio transmission in the year 1895?
 - (h) What is Global Culture?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) What is cultural imperialism? What are the causes of cultural imperialism? 4+6
 - (b) How did Al Jazeera grab world's attention since its inception? 10
 - (c) "The emergence of New Media has made organizations like the Non Aligned News Agency Pool irrelevant." Do you agree with this statement? Discuss giving reasons in support of your answer. 10
 - (d) Most of the Indian reality shows are adapted from global programmes. Discuss with examples. 10
 - (e) Discuss the role of media during Cold War. How did the 'Cold War' help the communication technology to develop? 10
 - (f) Write short notes on any **two** of the following: 5+5
 - (i) BBC
 - (ii) Media Conglomerate
 - (iii) Radio Liberty
 - (iv) 9/11 and implications for the media.

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 5th Semester Examination, 2021-22

JORACOR12T-JOURNALISM AND MASS COMMUNICATION (CC12)

ADVANCED BROADCAST MEDIA

Time Allotted: 2 Hours

Full Marks: 50

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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
 - (a) What is Prime Time?
 - (b) What do you understand by TRAI?
 - (c) What is Soap opera?
 - (d) What is the importance of Jingles?
 - (e) What do you understand by EFP?
 - (f) What is Participatory Communication?
 - (g) What is Tape Splicing?
 - (h) What is Radio Magazine?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) Discuss the role of Community Radio in the development of a society.
 - (b) Discuss the importance of Radio as a medium in Mass Communication.
 - (c) What is Mixing genres in TV? Answer with examples.
 - (d) What are the essential equipments used in a broadcasting newsroom to produce different news programmes?
 - (e) What is Public Service Advertising? What are its characteristics?
 - (f) Write short notes on any **two**: 5×2 = 10
 - (i) FM
 - (ii) HAM Radio
 - (iii) Narrowcasting
 - (iv) Satellite Transmission.

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2021-22

JORADSE01T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

MEDIA INDUSTRY AND MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

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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
 - (a) Define Media Leadership.
 - (b) Which Market forces evaluate the popularity of a programme? Discuss.
 - (c) What are the circulation factors of a newspaper?
 - (d) Define Personnel management.
 - (e) What is Media economics?
 - (f) Write two functions of Media Managers.
 - (g) Who is the Head of Star TV? Where is its headquarters?
 - (h) What is the role of the circulation manager?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) Discuss the different schools of thought in Media Management.
 - (b) What role do Market Forces play in the marketing of Media organizations?
 - (c) Discuss the responsibilities of a Media Manager.
 - (d) What are the new challenges that the Indian Media faces? Give current examples and explain.
 - (e) Trace the evolution and growth of Media Management as a discipline.
 - (f) What are the theoretical foundations of Media Economics? Explain.

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2021-22

JORADSE02T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

PRINT JOURNALISM AND PRODUCTION

Time Allotted: 2 Hours

Full Marks: 50

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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
 - (a) What do you understand by Typography?
 - (b) What is Folio?
 - (c) Write the names of two page make-up software.
 - (d) To whom is called Paparazzi?
 - (e) What is Circus Layout?
 - (f) Define Beat Reporting.
 - (g) What is the difference between economical and financial news?
 - (h) What is sting operation?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) How have computers and software for editing changed the function of proof reading, page make-up and layout? Discuss with example. 10
 - (b) Do you think technology has an impact on newspapers and magazines? Discuss elaborately. 10
 - (c) Discuss briefly about Parliamentary reporting. 10
 - (d) What do you understand by page layout? Describe the different types of the page layout. 3+7
 - (e) What are the reason for increase in use of photograph in newspaper? 10
 - (f) Headlines perform the functions of summarizing and advertising the news story. Explain. 10

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2021-22

JORADSE03T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

PHOTOGRAPHICAL APPRECIATION

Time Allotted: 2 Hours

Full Marks: 50

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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
 - (a) In which year and who coined the term 'photography'?
 - (b) What is white balance?
 - (c) What is mean by Depth of field?
 - (d) What is dolly?
 - (e) What is candid picture?
 - (f) What is the full form of ISO and its function?
 - (g) What is ambient light?
 - (h) What is the difference between JPG and RAW?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) Write the definition of three-point lighting. Why is it used? 4+6
 - (b) Write notes on any **two** of the following: 5×2 = 10
 - (i) Camera obscura
 - (ii) SLR and DSLR
 - (iii) Corel Draw
 - (iv) Robert Capa.
 - (c) Composition in photography help us perceive the world in its three dimensions. Discuss.
 - (d) Discuss briefly the history of photography.
 - (e) What are the importance of light and colour in photography?
 - (f) Discuss the role of photography in communication.

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