

WEST BENGAL STATE UNIVERSITY

B.A. Honours 1st Semester Examination, 2019

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

INTRODUCTION TO MEDIA AND 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.

All symbols are of usual significance.

1. Answer any **five** questions from the following:

2×5 = 10

- (i) Features differ from news items in regards to
 - (A) Timeliness
 - (B) Interesting facts
 - (C) Style of writing
 - (D) Both (A) and (C)
- (ii) "Government today presented 2019-20 general budget in the parliament" – is a type of
 - (A) Soft news
 - (B) Political news
 - (C) Hard news
 - (D) None of these
- (iii) Tabloid press is also known as
 - (A) Sensational press
 - (B) Broadsheet press
 - (C) Quality press
 - (D) Serious press
- (iv) Filler means
 - (A) A small news story without headlines for filling the blank space of news paper
 - (B) Which can be filled
 - (C) News sense
 - (D) None of the above
- (v) _____ is perhaps the most visible aspect of globalization.
 - (A) Cinema
 - (B) Internet
 - (C) Transport
 - (D) None of these
- (vi) We can use internet for
 - (A) Sending and receiving E-mail
 - (B) E-Governance
 - (C) Sending messages to many people at the same time through PC to Phone messaging tool
 - (D) All of the above



- (vii) A journalist should not have which of the following quality?
- (A) A sense of judgement to find out the real cause of an accident
 (B) An ability to contact people to know the truth
 (C) The wisdom to give the right direction to his journalistic pursuits
 (D) Developing relation with powerful people for personal benefit
- (viii) Which of the following is a right sequence of a news story?
- (A) Dateline-Byline-Headline-Lead (B) Body-Lead-Tail-Byline
 (C) Headline-Dateline-Byline-Lead (D) Headline-Lead-Byline-Body
- (ix) In Journalism attribution is
- (A) A way to specify the details of photos
 (B) Journalist's way of sourcing the information in their piece
 (C) To print the remaining story on another page
 (D) Print books under a trade name
- (x) A straight news story gives
- (A) No conclusion (B) Happenings in depth
 (C) Gives all sides of the picture (D) All of these



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

10×4 = 40

(a) What is yellow journalism? Give example to show how this journalism creates sensationalized news.

10

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

5×2 = 10

(i) Penny Press

(ii) Hard news and Soft news

(iii) Inverted pyramid.



(c) Define news. What are the possible sources of news?

4+6

(d) In recent times Indian media has been subject to a lot of criticism for the manner in which they have disregarded their obligation to social responsibility. Give your opinion with example.

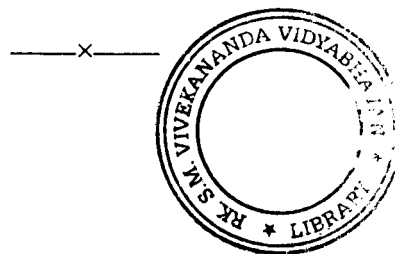
10

(e) What are the principles of clear writing given by Robert Gunning? How television writing is different from print?

5+5

(f) What makes a story news worthy? Explain with suitable examples.

10





WEST BENGAL STATE UNIVERSITY

B.A. Honours 1st Semester Examination, 2019

JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)

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.

All symbols are of usual significance.

1. Answer any **five** questions from the following:

2×5 = 10

(a) The Shannon-Weaver theory stresses on

- (i) Transmission and Reception of information
- (ii) Cyclical model of communication
- (iii) Direct and indirect feedback
- (iv) Only transmission of information



(b) Agenda setting function is a three part process. They are

- (i) Agency, gate keeping and feedback
- (ii) Media, public and policy
- (iii) Source, message and feedback
- (iv) None of these



(c) Mass Communication is

- (i) Disseminating heterogenous messages to homogenous audiences
- (ii) Disseminating homogenous messages to heterogenous audiences
- (iii) Disseminating homogenous messages to anonymous audiences
- (iv) None of the above

(d) Individual Differences Theory proposes

- (i) Individuals respond differently to mass media according to their psychological needs
- (ii) Difference of individual opinion in mass communication
- (iii) Difference between mass media in communication
- (iv) Individual difference in feedback in communication



(e) The Gate Keeping theory was proposed by

- (i) Marshall McLuhan
- (ii) Kurt Zadek Lewin
- (iii) Shannon and Weaver
- (iv) Everett Rogers

(f) Media Convergence is

- (i) Merging of mass communication outlets through various digital media platforms
- (ii) Merging of all feedback mechanisms in mass communication
- (iii) Media Technology
- (iv) None of the above



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

10×4 = 40

- (a) “Mass communication plays an influential role in modern society” — Explain with the help of social media. 10
- (b) “Television viewing has a great impact on various aspects of a child’s life” — Discuss. 10
- (c) “Television is responsible for ‘cultivating’ viewers thought of social reality.” — Explain. 10
- (d) What is reception theory? Does it differ from Hypodermic Needle theory? Discuss with examples. 10
- (e) What is Social Responsibility theory? How can you apply this theory in the current scenario of our country? Discuss. 10



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