



WEST BENGAL STATE UNIVERSITY

B.A. Honours 6th Semester Examination, 2021

JORACOR13T-JOURNALISM AND MASS COMMUNICATION (CC13)

ADVANCED 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) Which of the following is not a Digital art?
(a) GIF (b) Fractal Art (c) Fresco (d) Pixel art
 - (ii) The tendency of an image, video, or piece of information to be circulated rapidly and widely from one internet user to another is known as
(a) popularity (b) virality (c) spread (d) rapidity
 - (iii) The electronic settings in which a group of people can work together, even when they are not present in the same place and time is known as:
(a) media space (b) virtual space (c) digital space (d) e-space
 - (iv) The integrated intelligence master database structure for counter-terrorism purpose connecting databases of various core security agencies under Government of India is
(a) MASTERGRID (b) INTELGRID (c) POWERGRID (d) NATGRID
 - (v) The principle that Internet service providers must treat all Internet communications equally, and not discriminate or charge differently is known as
(a) Net equality (b) Net neutrality (c) Net duality (d) Net solidarity
 - (vi) Participatory culture opposes
(a) Consumer culture (b) Community culture (c) Mass culture (d) Media culture
 - (vii) The blog which focuses on the use of still images dominantly is known as
(a) video blog (b) photo blog (c) e-album (d) Meme blog
 - (viii) Example of a microblogging platform is
(a) Facebook (b) Instagram (c) Twitter (d) Pinterest
2. Answer any **four** of the following questions: 10×4=40
 - (i) What is digital divide? How it has impacted the education system recently? 4+6
 - (ii) Do you agree that Social Media has taken the participatory culture to next level? 10
Answer with proper examples.

- | | |
|---|-----|
| (iii) What is digital fandom? How it differs from traditional fandom? | 4+6 |
| (iv) What are the steps required for creating and promoting a Video blog? | 10 |
| (v) What are the steps required for curating a film festival? | 10 |
| (vi) What is mass surveillance? How privacy gets affected by mass surveillance? | 4+6 |

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 6th Semester Examination, 2021

JORACOR14T-JOURNALISM AND MASS COMMUNICATION (CC14)

COMMUNICATION RESEARCH AND METHODS

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) Research means _____
- (A) Searching again and again
(B) Finding solution to any problem
(C) Working in a scientific way to search for truth of any problem
(D) None of the above
- (ii) A research paper is a brief report of research work based on
- (A) Primary Data only
(B) Secondary Data only
(C) Both Primary and Secondary Data
(D) None of the above
- (iii) Case Study is a type of _____ research
- (A) Quantitative (B) Qualitative
(C) Survey (D) None of these
- (iv) Observation is a direct method of collecting _____
- (A) Primary Data (B) Secondary Data
(C) Both (A) and (B) (D) Published Data
- (v) The researcher who is conducting the research must be _____ and neutral in approach.
- (A) Rigid (B) Objective
(C) Whimsical (D) Prejudiced
- (vi) Which of the following is the first step in starting the research process?
- (A) Searching sources of information to locate problem
(B) Survey of related literature
(C) Identification of problem
(D) Searching for solutions to the problem

- (vii) How is Random Sampling helpful?
- (A) Reasonably accurate
 - (B) An economical method of data collection
 - (C) Free from personal biases
 - (D) All of the above
- (viii) Questionnaire is a
- (A) Research method
 - (B) Measurement technique
 - (C) Tool for data collection
 - (D) Data analysis technique

2. Answer any **four** questions from the following: 10×4 = 40
- (i) What is the difference between Qualitative and Quantitative methods of research? Give examples. 6+4
 - (ii) What is sampling? What are the different techniques used for sampling? Explain with examples. 2+8
 - (iii) What is Case Study? What are the steps involved in doing a case study? Explain with an example of case study. 2+3+5
 - (iv) What is Content Analysis? Write down with an example how you will do content analysis of a TV programme. 2+8
 - (v) Write short notes on any **two** of the following: 5×2
 - (A) Hypothesis
 - (B) Sampling error
 - (C) Narrative Analysis
 - (D) Online polls.
 - (vi) What are Focus Groups? Write down the steps involved in focus group discussions with examples. 3+7

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 6th Semester Examination, 2021

JORADSE04T-JOURNALISM AND MASS COMMUNICATION (DSE3/4)

MEDIA, GENDER AND HUMAN RIGHTS

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) The protection of Human Rights Act in India was enacted in the year of
- (i) 1993 (ii) 1994
(iii) 1995 (iv) 1996
- (b) Which one of the following categories of Fundamental Rights incorporates 'Abolition of Untouchability'?
- (i) Right to Religion (ii) Right to Equality
(iii) Right to Freedom (iv) Right against Exploitation
- (c) Who introduced the concept of third generation Human Rights?
- (i) Tullius Cicero (ii) Jeremy Bentham
(iii) John Finnis (iv) Karel Vasak
- (d) The Universal Declaration of Human Rights was adopted on
- (i) December 1, 1948 (ii) December 10, 1948
(iii) December 11, 1948 (iv) December 31, 1948
- (e) Who among the following propounded the modern principles of Natural Justice?
- (i) Locke (ii) J. S. Mill
(iii) A.V. Dicey (iv) John Rawls
- (f) All Human Rights are inherent in all human beings because
- (i) All Human Rights are provided by the state
(ii) Human Rights are being provided by the United Nations
(iii) Human beings are rational beings
(iv) Human Rights are the product of social revolutions
- (g) Which Article of Universal Declaration of Human Rights declares, "Everyone has the right to life, liberty and security of person"?
- (i) Article 1 (ii) Article 3
(iii) Article 5 (iv) Article 6

(h) United Nations decade for Human Rights Education was

(i) 1965-1974

(ii) 1985-1994

(iii) 1995-2004

(iv) 2000-2009

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

(a) How does the media contribute to the formation and change of culture in the society? Explain with examples. 10

(b) What do you mean by Human Rights? What are the main features of the UNDHR? Explain. 4+6

(c) Describe the role of media in strengthening Democracy in India. 10

(d) Discuss on two international issues on violation of Human Rights. 10

(e) Explain the genre of Television programmes in India and their portrayal of Indian values. 10

(f) Describe the crucial role of media in achieving gender equality. Explain with few examples. 10

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 6th Semester Examination, 2021

JORADSE05T- JOURNALISM AND MASS COMMUNICATION (DSE3/4)

MULTI-MEDIA JOURNALISM

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) What does AIFF stand for?
- (a) Audio interchange file format (b) Audio interchange file folder
(c) Audio internet file format (d) None of these
- (ii) What is fifth estate?
- (a) The news media (b) The government
(c) The Citizens (public) (d) Bloggers
- (iii) The process of identifying the useless audio or video signal and cutting it from the tape is called
- (a) Chop off (b) Tape de-selection (c) Tape splicing (d) Video editing
- (iv) What coding contains the set of rules for how your web page will look?
- (a) CSS (b) HTML (c) WWW (d) None of these
- (v) What was the first blogging software?
- (a) Google Chrome (b) Sina Weibo (c) Pyra's blogger (d) None of these
- (vi) Which of the following tags cannot be used to include audio on a Web page?
- (a) EMBED (b) MUSIC (c) DATA (d) OBJECT
- (vii) Which of the following is not an attribute of the OBJECT tag?
- (a) TYPE (b) DATA (c) DIMENSION (d) WIDTH
- (viii) According to Burt Herman of Storify, the web is the new printing press. But instead of running on ink, it runs on
- (a) code (b) journalism (c) type (d) micro blogging
2. Answer any **four** questions from the following: 10×4 = 40
- (a) Discuss the effective interviewing and note taking strategies for Multi-platform communications with suitable examples. 10

- (b) What is Multimedia reporting? Discuss about the legal and ethical issues in Multimedia reporting. 3+7
- (c) Critically analyse the role of Multimedia tools in modern Journalism. 10
- (d) What is webcasting? Discuss the importance of video content and sound for any broadcasting programme. 4+6
- (e) Discuss about the Visual design and placements of photography in multimedia journalism. 10
- (f) Write short notes on any *two* of the following: 5×2=10
- (i) Interactive users vs Linear narratives
 - (ii) Corporate websites vs Web feature stories
 - (iii) Rule of thirds vs Diagonal method.

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 6th Semester Examination, 2021

JORADSE06T-JOURNALISM AND MASS COMMUNICATION (DSE3/4)

INTRODUCTION TO FILM STUDIES

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 shot is used to show the emotions on a character's face?
(i) Extreme Close up (ii) Close up (iii) Med Close up (iv) Mid Shot
- (b) The Hour of the Furnaces was directed by
(i) Fernando Solanas and Raymundo Gleyzer
(ii) Octavio Getino and Fernando Solanas
(iii) Octavio Getino and Raymundo Gleyzer
(iv) Glauber de Andrade Rocha and Raymundo Gleyzer
- (c) Identify two films directed by Roberto Rossellini
(i) Rome, Open City and Shoeshine (ii) Paisan and Shoeshine
(iii) Rome, Open City and Paisan (iv) Paisan and Bicycle Thieves
- (d) What shot is used to represent a character as having power?
(i) High angle shot (ii) Eye level shot
(iii) Low angle shot (iv) Top angle shot
- (e) Examples of non-diegetic sound are
(i) Voice over (ii) The film's musical score
(iii) Sound Effects (iv) All of these
- (f) Who is the director of the film Awaara?
(i) V Shantaram (ii) Raj Kapoor (iii) Guru Dutt (iv) None of these
- (g) Who is the director of the film Albert Pinto Ko Gussa Kyoon Aata Hai?
(i) Saeed Akhtar Mirza (ii) Mani Kaul
(iii) Govind Nihalani (iv) Gulzar
- (h) Who is the director of the film Kaagaz Ke Phool?
(i) Raj Kapoor (ii) Guru Dutt (iii) V Shantaram (iv) Shyam Benegal

2. Answer any **four** questions from the following: 10×4 = 40
- (a) What is Montage? How does it help in story telling of films? Elucidate with examples. 2+8
- (b) 'Neorealism created a somewhat distinctive approach to film style.' Do you think so? Discuss.
- (c) "Authorship does matter." Justify this statement in the light of the Apu Trilogy by Satyajit Ray.
- (d) Discuss the contribution of Shyam Benegal in the Indian cinema.
- (e) Write short notes on:
- (i) Third Cinema and
 - (ii) German Expressionism
 - (iii) Mise-en-Scene
 - (iv) Deep Focus.
- (f) How did studio setup affect the classical Hollywood cinema? Illustrate your answer by referring to relevant films.

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WEST BENGAL STATE UNIVERSITY

B.A. Programme 6th Semester Examination, 2021

JORGDSE03T-JOURNALISM AND MASS COMMUNICATION (DSE2)

PHOTOGRAPHICAL APPRECIATION

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.*

*প্রান্তিক সীমার মধ্যস্থ সংখ্যাটি পূর্ণমান নির্দেশ করে।
পরীক্ষার্থীরা নিজের ভাষায় যথা সম্ভব শব্দসীমার মধ্যে
উত্তর করিবে।*

1. Answer any **five** questions from the following: 2×5 = 10
নিম্নলিখিত যে-কোনো **পাঁচটি** প্রশ্নের উত্তর দাওঃ
- (i) The Aperture controls:
(A) The amount of light that reaches the sensor
(B) The light sensitivity of the sensor
(C) The time light reaches the sensor
(D) None of the above
অ্যাপারচার নিয়ন্ত্রণ করেঃ
(A) সেন্সরে যে পরিমাণ আলো পৌঁছায় (B) সেন্সরের আলো সংবেদনশীলতা
(C) আলো সেন্সরে পৌঁছানোর সময় (D) কোনোটিই নয়
- (ii) What is a 'magic lantern'?
Magic lantern কি?
(A) A slide projector (B) An early enlarger (C) A flashbulb (D) None of these
- (iii) When was the first ever colour photograph taken?
প্রথম কবে রঙিন ছবি তোলা হয়েছিল ?
(A) 1861 (B) 1881 (C) 1901 (D) 1910
- (iv) 'Photography' comes from the Greek words PHOTOS and GRAPHOS. What does it mean?
ফটোগ্রাফি শব্দটি এসেছে গ্রীক শব্দ photos এবং graphos থেকে, যার অর্থঃ
(A) Light graphics (B) Light writing (C) Light drawing (D) None of these
- (v) Rules of third means:
রুল অফ থার্ড এর অর্থঃ
(A) Camera handling rule (B) Composition rule
(C) Rules of lighting (D) None of these
- (vi) The full form of DSLR is:
DSLR-এর সম্পূর্ণ অর্থঃ
(A) Digital Single Lens Reflex (B) Direct Sensor Lens Reflex
(C) Direct Small Lens Reflector (D) None of these

(vii) The Camera Obscura was first recorded in:

ক্যামেরা Obscura প্রথম আবিষ্কার হয়ঃ

- (A) 400 BC (B) 1600 AD (C) 1800 AD (D) 800 AD

(viii) POV means:

POV-এর অর্থঃ

- (A) Point of View (B) Picture of vision
(C) Photographs of visual (D) None of these

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

10×4 = 40

নিম্নলিখিত যে-কোনো **চারটি** প্রশ্নের উত্তর দাওঃ

(a) What do you understand by Photo Journalism? Discuss on the relevance of Photo Journalism in news media. 4+6

চিত্র সাংবাদিকতা বলতে কি বোঝো? সংবাদ মাধ্যমে চিত্র সাংবাদিকতার প্রাসঙ্গিকতা আলোচনা করো।

(b) Describe the importance of Lighting in Photography. Differentiate between Hard Light and Soft Light, with examples. 4+6

আলোকচিত্রের ক্ষেত্রে 'লাইটিং'এর গুরুত্ব আলোচনা করো। উদাহরণসহ হার্ড লাইট ও সফট লাইটের মধ্যে পার্থক্য লেখো।

(c) Define different types of camera 'lenses' used for photography. 10

আলোকচিত্রের ক্ষেত্রে যে বিভিন্ন ধরনের ক্যামেরা লেন্স এর ব্যবহার হয়, সেগুলি সম্পর্কে লেখো।

(d) What is the significance of editing in photography? Discuss about various software used in photo editing. 2+8

আলোকচিত্র সম্পাদনার তাৎপর্য কি? চিত্র সম্পাদনার জন্য ব্যবহৃত সফটওয়্যারগুলি সম্পর্কে আলোচনা করো।

(e) What do you mean by Ethics in digital emaging? A photographer should maintain ethicality, while photographing a subject. — Explain. 4+6

ডিজিটাল আলোকচিত্রের নীতি বলতে কি বোঝো? কোনো বিষয়ের ছবি তোলার ক্ষেত্রে একজন ফটোগ্রাফারের নৈতিকতা মেনে চলা উচিত। — আলোচনা করো।

(f) Write short notes on any **two** of the following: 5×2=10

নিম্নলিখিত যে-কোনো **দুটি** বিষয়ের ওপর সংক্ষিপ্ত টীকা লেখোঃ

(i) Three point Lighting / ত্রি পয়েন্ট লাইটিং

(ii) Brightness and contrast in photography / ফটোগ্রাফির ক্ষেত্রে ব্রাইটনেস ও কন্ট্রাস্ট

(iii) Dark room / ডার্ক রুম

(iv) Digital photography. / ডিজিটাল ফটোগ্রাফি।

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WEST BENGAL STATE UNIVERSITY
B.A. Programme 6th Semester Examination, 2021

JORG DSE04T-JOURNALISM AND MASS COMMUNICATION (DSE2)

MEDIA GENDER AND HUMAN RIGHTS

Time Allotted: 2 Hours

Full Marks: 50

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and adhere to the word limit as practicable.*

*প্রাথমিক সীমার মধ্যস্থ সংখ্যাটি প্রশ্নের মান নির্দেশ করে।
পরীক্ষার্থীদের নিজের ভাষায় যথা সম্ভব শব্দসীমার মধ্যে
উত্তর দিতে হবে।*

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

2×5 = 10

নিম্নলিখিত যে-কোনো পাঁচটি প্রশ্নের উত্তর দাও:

(i) Which country has the highest number of women representation in national Parliament?

(A) Cuba

(B) Bolivia

(C) United Arab Emirates

(D) Rwanda

কোন দেশের জাতীয় সংসদে মহিলা প্রতিনিধিত্বের সংখ্যা সব থেকে বেশি ?

(A) কিউবা

(B) বলিভিয়া

(C) সংযুক্ত আরব আমিরসাহি

(D) রুয়ান্ডা

(ii) The protection of Human Rights Act in India was enacted in the year

(A) 1993

(B) 1994

(C) 1995

(D) 1996

ভারতে মানবাধিকার সুরক্ষা আইন চালু হয়েছিল

(A) ১৯৯৩

(B) ১৯৯৪

(C) ১৯৯৫

(D) ১৯৯৬

(iii) Feminist Movements are aimed at

(A) Liberty

(B) Equality

(C) Participation

(D) Power

নারীবাদী আন্দোলনের মূল লক্ষ্য

(A) স্বাধীনতা

(B) সাম্যতা

(C) অংশগ্রহণ

(D) ক্ষমতা

(iv) Which of the following divisions is unique to India?

(A) Gender division

(B) Caste division

(C) Economic division

(D) Religious division

নিম্নলিখিত বিভাজনগুলির মধ্যে কোনটি ভারতবর্ষে অনন্য ?

(A) লিঙ্গ বিভাজন

(B) জাতিগত বিভাজন

(C) অর্থনৈতিক বিভাজন

(D) ধর্মীয় বিভাজন

- (v) The Universal Declaration of Human Rights was adopted on
(A) December 1, 1948 (B) December 10, 1948
(C) December 10, 1946 (D) December 31, 1948

সর্বজনীন মানবাধিকার ঘোষণাপত্র গ্রহণ করা হয়েছে

- (A) ডিসেম্বর ১, ১৯৪৮ (B) ডিসেম্বর ১০, ১৯৪৮
(C) ডিসেম্বর ১০, ১৯৪৬ (D) ডিসেম্বর ৩১, ১৯৪৮

- (vi) Women in India are discriminated in

- (A) Political life (B) Social life (C) Economic life (D) All of these

ভারতবর্ষে নারীরা কোন্ ক্ষেত্রে সবথেকে বেশি বৈষম্যের শিকার হয়

- (A) রাজনৈতিক জীবনে (B) সামাজিক জীবনে (C) অর্থনৈতিক জীবনে (D) সব ক্ষেত্রেই

- (vii) In local self government institutions, atleast one-third of positions are reserved for

- (A) Men (B) Women
(C) Children (D) Scheduled tribes

স্থানীয় স্বয়ং শাসন প্রতিষ্ঠানগুলিতে কমপক্ষে এক-তৃতীয়াংশ আসন সংরক্ষণ করা হয়েছে কাদের জন্য ?

- (A) পুরুষদের (B) নারীদের
(C) শিশুদের (D) তফসিলি উপজাতিদের

- (viii) World Human Rights Day is observed on

- (A) 10 October (B) 10 June (C) 10 December (D) 10 September

বিশ্ব মানবাধিকার দিবস পালিত হয়

- (A) ১০ অক্টোবর (B) ১০ জুন (C) ১০ ডিসেম্বর (D) ১০ সেপ্টেম্বর

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

10×4 = 40

নিম্নলিখিত যে-কোনো **চারটি** প্রশ্নের উত্তর দাও:

- (a) Briefly describe the Gender Inequality in media and entertainment. 10
গণমাধ্যমের এবং বিনোদন ক্ষেত্রে যে লিঙ্গবৈষম্য পরিলক্ষিত হয় তা সংক্ষেপে আলোচনা করো।
- (b) Briefly discuss the Universal Declaration of Human Rights. 10
সর্বজনীন মানবাধিকার ঘোষণাপত্রটি সংক্ষেপে আলোচনা করো।
- (c) What is the role of Grass-root communication channels in Rural Development? 10
গ্রামীণ উন্নয়নে গ্রাস-রুট জ্ঞাপন চ্যানেলের ভূমিকা কি তা আলোচনা করো।
- (d) What impact are media having on our society? 10
সমাজে গণমাধ্যমের প্রভাব আলোচনা করো।

- (e) What is the relationship between Human Rights and Human Development? Explain it.

10

মানবাধিকার ও মানব উন্নয়নের মধ্যে সম্পর্ক কি? বর্ণনা করো।

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

5×2 = 10

নিম্নলিখিত যে-কোনো দুইটি বিষয়ে টীকা লেখোঃ

- (i) Feminism

নারীবাদ

- (ii) Soap opera

সোপ অপেরা

- (iii) Media and public sphere

মাধ্যম ও জনসাধারণের ক্ষেত্র

- (iv) Rural-Urban Divide.

গ্রামীণ ও শহুরে বিভাজন।

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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