

UG/5th Sem (H)/22/(CBCS)

2022

**MASS COMMUNICATION & JOURNALISM
(Honours)**

**Paper Code : 503 MCJH DSE-1A & 1B
(CBCS)**

Full Marks : 25

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Paper Code : 503 MCJH DSE-1A

[Radio Production]

Group - A

1. Write short notes on any *three* of the following :

5×3=15

- (a) Audience Research
- (b) Community radio
- (c) Vividh Bharti
- (d) Voice modulation
- (e) Public Service Broadcasting

P.T.O.

G-9/73 - 200

(2)

Group - B

2. Answer any *one* of the following : $10 \times 1 = 10$

(a) What are the functions of a radio jockey? Why FM radio is popular now a days? $5 + 5 = 10$

(b) What is the role of radio in development communication? Did AIR play active part in the socio economic development of India after Independence? Discuss. $4 + 6 = 10$

(3)

Paper Code : 503 MCJH DSE-1B

[Television Journalism]

Group - A

1. Write short notes on any *three* of the following :

5×3=15

- (a) DTH
- (b) FTP
- (c) PTC
- (d) TRP
- (e) Cultural hegemony

Group - B

2. Answer any *one* of the following :

10×1=10

- (a) What do you understand by Visual literacy? Why is it important in present media ecology? 4+6=10
- (b) What is consumerism culture? Is consumerism spoiling our culture? Discuss with examples.

4+6=10