



WEST BENGAL STATE UNIVERSITY

B.A. Honours Part-II Examination, 2021

JOURNALISM AND MASS COMMUNICATION

PAPER: JORA-III

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.*

First Half

1. Answer any **two** questions from the following: 2×2 = 4
 - (a) George Gerbner.
 - (b) Denis McQuail.
 - (c) Hypothesis.
 - (d) What is literature survey?
 - (e) What is AFP?
 - (f) What is Content Analysis?
 - (g) Random survey.
 - (h) Full form of CD & DVD.
 - (i) What is message?
 - (j) Traditional Media.
 - (k) What is blog?
 - (l) What is Mediated Communication?

2. Write short note on any **one** of the following: 6×1 = 6
 - (a) Audience
 - (b) Opinion leader
 - (c) Lasswell's model of communication
 - (d) Hub model
 - (e) Alternative Paradigm
 - (f) Spiral of silence.

3. Answer any **one** question from the following: 15×1 = 15
 - (a) What is mass culture? Do you think mass media produce mass culture? Explain with suitable examples. 5+10
 - (b) Define Communication. Discuss briefly different types of communication with examples. 5+10

- (c) Dominant Paradigm denied history to developing nations. How far is this statement true? Discuss. 15

Second Half

Answer any *one* question from the following 9×1 = 9

4. Write short notes on any *three* of the following: 3×3 = 9

- (a) CAS
- (b) NRS
- (c) Globalization
- (d) TRP
- (e) RAM
- (f) HD TV.

5. Write short notes on any *three* from the following: 3×3 = 9

- (a) RTI Act
- (b) Official Secrets Act
- (c) Sedition
- (d) First Press Commission
- (e) Cable TV Regulation Act
- (f) Libel and Slander.

Answer any *one* question from the following 16×1 = 16

6. Answer any *one* from the following: 16×1 = 16

- (a) Define media ownership. Do you think media ownership has gone through radical changes? Explain. 8+8
- (b) “Circulation and advertisement are correlated.” — Do you agree with this comment? Answer with argument. 16
- (c) Discuss about the organizational structure of any private T.V. Channel. 16

7. Answer any *one* of the following: 16×1 = 16

- (a) Mention the recommendations of the Second Press Commission of India. 16
- (b) Discuss in brief the essential laws for journalism in India. 16
- (c) What is media council? Discuss. 16

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.*

—×—