



WEST BENGAL STATE UNIVERSITY
B.A. Honours/Programme 2nd Semester Examination, 2023

JORHGEC02T/JORGCOR02T-JOURNALISM AND MASS COMMUNICATION (GE2/DSC2)

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.*

*প্রাঙ্গিক 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 দাও:

(a) What does LCD stands for?

LCD-এর পুরো কথা কি ?

(b) What is White Balance?

'হোয়াইট ব্যালেন্স' কাকে বলে ?

(c) What is the function of Zoom Lense?

'জুম লেন্স' এর কাজ কি ?

(d) What is Camera Angle?

ক্যামেরা অ্যাঙ্গেল কি ?

(e) What is cropping?

ক্রপিং কি ?

(f) What is Monopod?

মনোপড কাকে বলে ?

(g) What do you mean by wide angle lense?

ওয়াইড অ্যাঙ্গেল লেন্স বলতে কি বোঝো ?

(h) What is Candid Photography?

ক্যান্ডিড ফোটোগ্রাফি কাকে বলে ?

2. Write short notes on any *two* of the following:

5×2 = 10

নিম্নলিখিত যে-কোনো দুটি সংক্ষিপ্ত টীকা লেখো:

(a) Fashion Photography

ফ্যাশন ফটোগ্রাফি

(b) Three Point Lighting

থ্রি পয়েন্ট লাইটিং

- (c) Pinhole Camera
পিনহোল ক্যামেরা
- (d) Photo Feature.
ফোটো ফিচার।

3. Answer any *three* questions from the following:

10×3 = 30

নিম্নলিখিত যে-কোনো *তিনটি* প্রশ্নের উত্তর দাও:

- (a) Discuss different types of Camera used for Photography.
আলোক চিত্রের ক্ষেত্রে বিভিন্ন ক্যামেরার ব্যবহার সংক্ষেপে আলোচনা করো।
- (b) What is Photo Journalism? Write about the importance of Photo Journalism in today's world.
চিত্র সাংবাদিকতা কি? বর্তমান বিশ্বে চিত্র সাংবাদিকতার গুরুত্ব সম্পর্কে লেখো।
- (c) Discuss how photography changed its form from ancient age to Modern age.
অতীত থেকে আধুনিকতার পথে আলোকচিত্রের পরিবর্তনগুলো আলোচনা করো।
- (d) Discuss the duties and responsibilities of a photojournalist.
একজন আলোকচিত্র সাংবাদিকের দায়িত্ব ও কর্তব্য কি হওয়া উচিত আলোচনা করো।
- (e) Discuss how filters are useful in Photography. Give suitable examples.
আলোকচিত্রের জন্য ফিল্টার এর ব্যবহারিক গুরুত্ব কি তা আলোচনা করো। উপযুক্ত উদাহরণ দাও।

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WEST BENGAL STATE UNIVERSITY
B.A. Honours 2nd Semester Examination, 2023

JORACOR03T-JOURNALISM AND MASS COMMUNICATION (CC3)

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* of the following: 2×5 = 10
- (a) Who coined the term 'fourth estate'?
 - (b) What is the Morgue?
 - (c) Who edits local news?
 - (d) What is inverted pyramid?
 - (e) Who is 'cub' in newspaper house?
 - (f) Name any two cartoonists from India.
 - (g) What is the difference between date line and dead line?
 - (h) What is the meaning of 'Bulldog'?
2. Write short notes on any *two* of the following: 5×2 = 10
- (a) Editorial page
 - (b) News source
 - (c) Media Trial
 - (d) Advertorial
3. Answer any *three* of the following: 10×3 = 30
- (a) "A News Editor is head of the news Desk". — Discuss. How has the role of the editor changed with the advent of social media? 5+5
 - (b) How has the role of the Interviewer changed over time? What do you think should be the prior preparation of a reporter before an interview? 4+6
 - (c) Define objectivity in reporting. How is objectivity affected in competitive market of news? 3+7
 - (d) What is Photo journalism? What is its impact in today's world? 5+5
 - (e) What is paid news? How does paid news affect society? 5+5

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WEST BENGAL STATE UNIVERSITY
B.A. Honours 2nd Semester Examination, 2023

JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)

NEW AND OLD SYLLABUS

Time Allotted: 2 Hours

Full Marks: 50

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NEW SYLLABUS

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Who are the founders of Facebook?
 - (b) What is feedback?
 - (c) What do you understand by David Berlo's SMCR model?
 - (d) What is Interpersonal Communication?
 - (e) What is Folk media?
 - (f) What is Twitter?
 - (g) What is 'Grapevine' communication?
 - (h) Who wrote 'medium is the message'?

2. Write short notes on any **two** questions from the following: 5×2 = 10
 - (a) Shannon and Weaver model
 - (b) Seven C's of communication
 - (c) Reception Model
 - (d) Authoritarian theory

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) "When we communicate we try to establish commonness with someone." What does commonness signify? Explain the communication process in the light of the above statement. 4+6
 - (b) Discuss the positive and negative effects of social media and Internet on the lives of people.
 - (c) Discuss the Westley-Mclean's Mass Communication Model with the help of proper diagram.
 - (d) Is Two-step flow and Multi-step flow theory relevant in context of dissemination of media messages? Give examples.
 - (e) What is Publicity Model? Provide examples to justify.

OLD SYLLABUS

1. Answer any *five* questions from the following: 2×5 = 10
- (a) What is Social Mobilisation?
 - (b) What is Media Culture?
 - (c) What is LPG?
 - (d) Who is Marshall McLuhan?
 - (e) Define Sub Culture.
 - (f) Define Media technologies.
 - (g) What is media sign?
 - (h) What is Uses and gratification approach?
2. Answer any *two* short notes: 5×2 = 10
- (a) Mass Culture
 - (b) Audience in Live Performance
 - (c) Folk Culture
 - (d) What is Cultural Imperialism?
3. Answer any *three* questions from the following: 10×3 = 30
- (a) What is Cultural Industry? Briefly explain media as Cultural Industries. 3+7
 - (b) Discuss the representation of gender issues in Indian Media. 10
 - (c) Who said “Medium is the message?” Explain his views. 2+8
 - (d) What is Discourse Analysis? Explain. 3+7
 - (e) What is Globalisation? Explain its significance in Modern Society. 3+7

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