

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
MMC/PGDMC/PGDBJ 1st Sem. Examination, 2014

Paper - 3
 Media Studies

Time : 3 Hrs.

Full Marks : 80

1. Answer any five questions from the following 2×5 = 10
 - (a) What are the different categories under which Mass Media can be classified into?
 - (b) Define the following terms :
 - (i) Reach
 - (ii) Access
 - (c) Who brought out the first newspaper in India and in which year?
 - (d) Differentiate between analog and digital camera.
 - (e) What are the different types of print media?
 - (f) Name the three types of radio waves.
 - (g) What is the difference between broadcasting and narrowcasting?
 - (h) What is FM radio?
2. Answer any three from the following questions 4×3 = 12
 - (a) Discuss the role of radio as a medium of communication.
 - (b) Define audience? Why is it important in connection with mass communication.
 - (c) Mention five advantages of traditional folk media over electronic media.
 - (d) Analyse some of the social issues that are depicted in Bihu songs?
 - (e) What do you mean by new wave film?
 - (f) Write a short note on (any one)
 - (i) Jyotiprasad Agarwala
 - (ii) Bhabendra Nath Saikia
3. Answer any three questions from the following 6×3 = 18
 - (a) Write a note on Central Board of Film Certification.
 - (b) Discuss the concept of film appreciation.
 - (c) Elaborate the rules of writing photo captions.
 - (d) Discuss the contribution of Raja Ram Mohan Roy to Indian journalism.
 - (e) Discuss the different stages of Radio programme production.
4. Answer any four questions from the following 10×4 = 40
 - (a) Discuss the development of media scenario in North East India.
 - (b) Trace the growth of television in our country.
 - (c) Analyse the role of media in our freedom struggle.
 - (d) Enumerate the advantages and disadvantages of radio, television and newspapers as mass media.
 - (e) Discuss the impact of convergence on conventional forms of media.
 - (f) Write a note on the growth of private satellite channels of Assam.

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